BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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MAY 11 1943
DETROIT

WLS Advertising Jumps Distribution 72%

WHEN Herb-Ox bouillon cubes changed their distribution method, they began advertising on the WLS "Feature Foods" program. At the start of the campaign, a survey of one Chicago marketing district showed Herb-Ox in only 7 stores, 14%. At the end of six months, a second survey of *this same district* showed Herb-Ox in 43 of 50 stores—or 86%—an increase of 72%! Eighteen districts surveyed in the second 13-week period coincided with districts checked in the first quarter. In the beginning, only 98 stores stocked Herb-Ox. On the second call, 239 of 410 stores displayed the product—a distribution jump from 23 to 58%!

There's more to the story: about how the Feature Foods merchandising crew actually sold goods — arranged store promotions and sampling campaigns—and helped Grocer Walter A. Pauli, pictured here,—to whom they sold his first order of Herb-Ox —get increased sales for this product.

We're now preparing a detailed booklet on Herb-Ox and the "Feature Foods" program. If you wish to receive the complete story, write for it. It all adds up to this fact —WLS Gets Results—and *in Chicago, too!*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL

XUM

You've Read About It . . .

Now... SEE it!

THE Chicago NAB War Conference puts its official stamp of approval on a new plan to standardize mail coverage maps.

Advertising Age, Broadcasting, Printer's Ink, and other advertising journals, praised the action—gave full details of the new standards.

For months the nation's smartest research experts worked with NAB's Research Committee to perfect this new "Standard Mail Map Plan."

WOW's alert research department kept an eagle eye on the progress and development of the new standards. Even before the Chicago meeting WOW issued:

"A COLLECTOR'S ITEM FOR TIME-BUYERS"

. . . the first mail coverage map, we believe, to conform in detail to the new NAB standardization effort.

WOW believes its "Collector's Item" is a real contribution to the industry as well as being a true picture of WOW's comprehensive service area.

Time buyers and advertisers may have a copy of this map—truly a "Collector's Item"—by writing to Radio Station WOW at Omaha or to the nearest office of John Blair & Company.

WRITE FOR THIS BOOKLET

WOW

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE

OMAHA

XUM

Advertising Agencies Use

100,000 musical compositions from the

140 SESAC Publishers' catalogs on Commercial Transcriptions

at 2c per composition per pressing

for performance on 885 American Radio Stations.

There are NO ADDITIONAL FEES or charges to

ADVERTISER, RADIO STATION or TRANSCRIPTION COMPANY

For further details—WRITE SESAC PROGRAM SERVICE DEPARTMENT

THE BEST MUSIC IN AMERICA

SESAC

The Big Green 1943
SESAC MUSIC GUIDE
Lists Top Vocal Music

113 West 42nd St.
New York, N. Y.

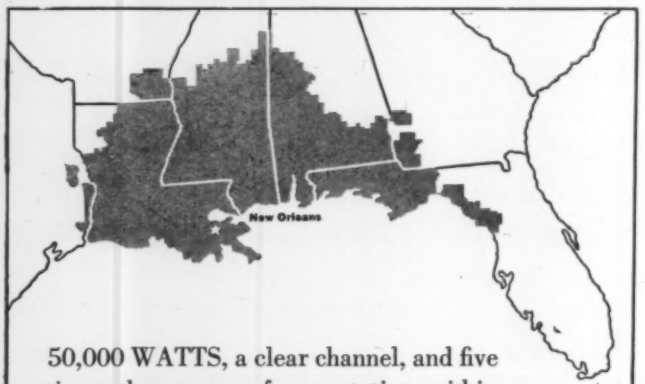
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

The Historic Battlefield
OF
Vicksburg

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that's WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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VOL. 24 • NO. 19 MAY 10, 19

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL is the most economical buy in OMAHA

KFAB is a must - For Outstate Nebraska.

WHO'S WHO?

Dinah Shore — James Melton — Kenny Sargent — Irene Beasley — looks like a "Who's Who" of Radio doesn't it? But it's also a "Who's Who" of WSM. For each one of these artists reached stardom via WSM and the WSM market.

For it has long been a creed here that a program is no better than its talent — "the play's the thing." That's why we give so much attention to our talent staff — a staff of 250 artists who can build any type of program for any product or audience — a staff that is now producing five NBC network shows — a staff that can do a selling job for you at a reasonable cost, in the WSM market of mid-war and post-war opportunity.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

The Historic Battlefield
OF
Vicksburg

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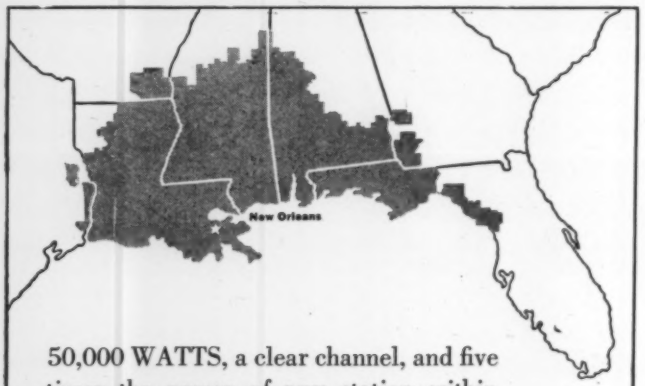

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THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

SOUND THAT SEES

AGAINST fog and murk and the black of night, even the keen vision of the air-pilot is not enough to bring a bomber safely home or spot a midnight enemy raider. To the aid of the human eye in such cases must be brought the miracles of science, not in the form of lighting devices but of sound that quite literally *sees*. The modest little vacuum tube holds the magic power to guide a transport plane down an invisible beam to safe landing. With sensitive listening devices now in use, man locates enemy aircraft while still miles away, and guides aloft interceptors to stop them short of their goal. When such trust is imposed upon the goods we make, there is room for only one standard of quality. That standard, very simply, is the highest anywhere known.

SYLVANIA ELECTRIC PRODUCTS INC.
Emporium, Pa.
Formerly Hygrade Sylvania Corporation

Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

RADIO ON TWO FRONTS—Ever a source of home entertainment, radio is now—in wartime—a vital necessity at home and in battle. Thus a heavy responsibility rests upon radio tube manufacturers. Not only must present home equipment be kept serviceable for the duration, but the insatiable demands of the battle lines must be met and met promptly. Tube-making is a job upon which Sylvania has lavished its extensive resources and full energies since radio came out of the "crystal" stage. America can count on Sylvania's superlative line of radio tubes—paced by the incomparably rugged "Lock-In"—to measure up to their important assignment.

A Correction, an Apology and a Promise

IN the April 26th issue of *Broadcasting*, due to a revision of scheduling without the necessary copy change, the WNAX advertisement stated that our new tower was in operation with increased night-time power.

We wish to correct that statement and date the situation properly. America's tallest Tower will be completed in the near future, and then be put into operation on 5,000 watts day and night to expand the WNAX wartime service to new thousands of rural and urban listeners. We are sorry that the advertisement got ahead of the construction men and hope you will forgive the unintentional error.

To the 4,000,000 people . . . . mostly farmers producing vital food supplies in the five-state area which this important CBS outlet has served . . . . and to the new thousands soon to be served . . . . WNAX promises continued complete service in all phases of the broadcasting sector in the people's war.

570 ON YOUR DIAL
Affiliated with CBS

WNAX

SIOUX CITY YANKTON
Represented by The Katz Agency

A Cowles Station

"That announcer makes $20,000 per!"

BETTER VOICES FOR SALE!

Add perhaps 2% of extra "stuff" to the voice of any average staff announcer, and you immediately have a product almost without price.

Here at Wright-Sonovox our staff articulators can speak in any "voice" you wish—from the hum of a mosquito to the ethereal voice of a Stradivarius!

Give your imagination a work-out. What account do you have where the very product itself suggests a sound that might be made to speak a more effective commercial—*in words?* What product so powerful that it almost *requires* a voice of unutterable depth and force? What product so delicate or exquisite that it calls for a voice of silver and crystal?

Sonovox is a new and basic means of giving added dimensions to words. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 247 Park Ave., Plaza 5-4141 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 1512 N. Gordon, Gladstone 5949 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 19 WASHINGTON, D. C., MAY 10, 1943 $5.00 A YEAR—15c A COPY

FCC Confidential Records Being Studied

Cox Committee Takes Over Files

INNER-WORKINGS of the FCC, extracted from stenographic minutes of its executive meetings over the years, will come to light with the opening of public hearings by the Cox House Committee investigating that agency, expected to be announced within a month.

Though the Committee's Chief Counsel, Eugene L. Garey of New York, has maintained his policy of no public discussion of the inquiry preliminaries, it was ascertained that the FCC's confidential records have been moved to the Committee's quarters in the Old House Office Bldg., over the protest of FCC Chairman James Lawrence Fly. The fact that stenographic minutes had been kept apparently was not generally known.

Each of the seven FCC members, it is understood, will be called to submit to examination by Cox Committee counsel preparatory to the public hearings. One member — Former Gov. Norman S. Case—already has testified in connection with particular FCC activities. Precisely when the hearings will begin is not disclosed. Chairman E. E. Cox (D-Ga.), of the five-man Select Committee, has said that the hearings will be called whenever Mr. Garey feels sufficient preliminary data have been gathered.

200 Already Interviewed

Information gleaned from informed sources at the FCC and on Capitol Hill is that upwards of 200 individuals, inside the industry and out, and including a dozen from the FCC staff, already have been interrogated by the Committee counsel. These examinations have been held in the field as well as in Washington.

Some three weeks ago, it is reported, Mr. Garey requested the stenographic minutes of the FCC meetings on broadcast and other license and policy matters. Precisely at the time the request was delivered in person to Chairman Fly and Tom J. Slowie, FCC secretary and liaison officer to the Committee, investigators of the Garey staff were at the FCC's file room to pick up the particular file cabinets. After some protest the files were turned over to the Committee. Subsequent efforts to recover them proved futile.

The inquiry appears to have all but demoralized certain of the FCC's operations. In some quarters it was regarded as apparent that information is being supplied the committee by members of the FCC staff itself.

Considerable attention has been devoted by Cox Committee investigators to past station transactions, authorizations and sales. Much of the field work that has carried Committee attorneys from New England to Florida and to the Middlewest and South is in conjunction with such transactions. Financing of stations and reasons for loans by broadcasters to the ultimate purchasers evidently have been questioned.

Purchases of radio sets for use of members of the FCC and their staff, and of other household appurtenances, on government voucher, apparently has constituted another phase of the Committee's investigatory work, according to sources in and about that agency.

Meanwhile a portion of the Committee's staff of a dozen lawyers and investigators, is devoting its time to examination of files taken from the FCC and to answers to the series of questionnaires from the members of the Commission. The preliminary inquiry, Judge Cox stated, will be exhaustive. Practically everything unearthed in these preliminary studies believed of value in determining the FCC policies, or lack of them, and in getting a full accounting of the stewardship of its staff, will be the subject of eventual public hearings.

Aside from the examinations conducted in Washington, some 25 or 30 persons were examined in Florida personally by Mr. Garey. Other examinations included taking of testimony, in connection with the sales transaction involving WMCA, New York, by Donald Flamm to Edward J. Noble, Life-Saver Corp., president, with more than a dozen witnesses examined; about two dozen witnesses in connection with West Virginia station transactions, and about 50 persons in studies in Tennessee.

The flare-up over the refusal of Commissioner C. J. Durr to answer the Garey letter of inquiry about his personal financial affairs, tapered off last week, and the next step may be the examination of the Commissioner by committee counsel in closed session. Mr. Durr, after first refusing to answer the questionnaire [BROADCASTING, April 26, May 3] and drawing a stinging retort from Mr. Garey, now has offered to testify before the Committee in formal hearing.

Judge Cox has made it clear that the proceeding will not be a "trial" with right of cross-examination, but a customary Congressional investigation. Other members of his Select Committee, appointment of which was authorized by a virtually unanimous vote of the House last Jan. 6, are Reps. Hart (D-N. J.), Magnuson (D-Wash.), Wigglesworth (R-Mass.) and Miller (R-Mo.).

Press Reaction

The inquiry thus far has not drawn any appreciable amount of daily newspaper editorial reaction save in the liberal *PM*, which has vigorously attacked Judge Cox, Mr. Garey, and the Committee generally, and during the last fortnight, the *Washington Post*, independent journal published by Eugene Meyer, former governor of the Federal Reserve Board, which in a somewhat similar vein has criticized the proceedings.

Lashing out first on April 25 against the Garey questionnaire on the personal business transactions of FCC members, and the Durr refusal, the *Post* suggested that before the House Committee proceeds further with its FCC inquiries "an investigation of the Committee itself appears to be in order". It also asked why the House permits Rep. Cox to serve as chairman of a committee appointed to investigate the FCC "when he himself is under fire for having accepted a fee of $2500 from a Georgia broadcasting station [WALB in his home town of Albany] for services performed in its behalf." And the *Post* asks why the Department of Justice "has failed to take cognizance of Mr. Cox's irregular activities in view of the evidence submitted to it by the FCC."

Two subsequent editorials lambasted the Committee and the failure of Attorney General Biddle to institute proceedings against Judge Cox. The last one—May 3—concluded it was "high time for Mr. Biddle to let this evidence go before the grand jury or acknowledge a policy of unequal justice before the law where politics are involved."

U.S. Rubber Buys Philharmonic For 52 Sundays on the Full CBS

INSTITUTIONAL advertising by leading manufacturing companies wishing to keep their names in the public eye during the war accounted for one of the largest radio contracts in the industry with the announcement that U. S. Rubber Co., New York, has contracted with CBS for 52-week sponsorship of the Sunday afternoon Philharmonic Symphony Concerts. Deal is understood to be costing the company about $1,500,000 on a package basis.

The series of 52 concerts under U. S. Rubber sponsorship is expected to start May 23 on the full CBS network of 132 stations, with Dr. Artur Rodzinski, newly appointed conductor of the Philharmonic's 104 musicians, directing. Concerts will be heard Sundays, 3-4:30 p.m., from Carnegie Hall, New York, with the contract in no way effecting the orchestra's usual 28-week winter season at Carnegie Hall or its summer evening series from Lewisohn Stadium, New York.

Highlight of the broadcasts will be scheduled in the intermissions when Carl Van Doren, author-historian and recently named Pulitzer Prize winner, describes the scene of some famous historical event, after which a well-known actor or actress will deliver the actual words that were spoken. Raymond

(*Continude on page 51*)

White-Wheeler Bill Hearings May 25

No Witnesses Listed as Yet; Networks May Offer Evidence

HEARINGS on the White-Wheeler bill to reorganize the FCC now are scheduled to begin May 25, with spokesmen for the FCC and the industry due to appear.

Originally set for May 6, the hearings first were postponed until May 14 and then promptly deferred until May 18. The latest postponement was announced last Thursday by Chairman Wheeler (D-Mont.), who pointed out the session conflicted with a meeting of the full committee on railroad rate making.

To Hear Fly

While no formal list of witnesses has been devised, it was understood the committee would hear FCC-DCB Chairman James Lawrence Fly as spokesman for the Commission's majority and possibly also other members of the Commission. Tentatively, NBC and CBS plan to present evidence, along with the NAB. The trade association already has indicated its support of the White-Wheeler bill (S-814) and NAB President Neville Miller, at the War Conference in Chicago last month, urged united industry action in favor of corrective legislation.

It is presumed other groups also will testify. No word yet has been forthcoming from BLUE or Mutual, the other nationwide networks, as to whether they will present testimony. Similarly, Clear Channel Broadcasting Service, Network Affiliates Inc., and other groups representing segments of the industry are understood to be considering presentation of testimony.

The White-Wheeler bill would divide the FCC into two separate bodies of three members each, one to handle broadcasting services and the other common carriers. The chairman would be stripped of much of his authority. Functions of the FCC would be clearly defined to avoid misconstruction of the Congressional intent.

Spaghetti Schedule

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), has placed participation announcements four times weekly on WWJ, Detroit; thrice weekly on WLW, Cincinnati; five times a week on *Imogene Woollcott* on New England Network; a quarter-hour period five times a week on WHK, Cleveland; a five-minute period six times a week on WHAM, Rochester. Company is also sponsoring the MBS Boake Carter quarter-hour commentary Tuesday and Thursday on WOR, New York, at 12 noon to 12:15 p.m., and on Mondays, Wednesdays and Fridays on WOL, Washington; WCAE, Pittsburgh; WFIL, Philadelphia; WGN, Chicago. Agency is McJunkin Adv. Co., Chicago.

OFF TO WAR goes the 370-foot tower of KSO-KRNT's old transmitter, junked to supply 25 tons of steel for use against the Axis. Since KSO-KRNT built a new transmitter at South Des Moines, the northside transmitter and tower had been kept for auxiliary purposes. In addition to 25 tons of steel, the site has now yielded 60,000 feet of copper ground wire which has gone into service elsewhere, under direction of WPB.

FOUR JOIN BLUE; WJW ALSO SIGNS

FOUR stations have joined or will join the BLUE network between May 1 and 17, bringing the network's affiliates to 155, the BLUE announced last week. KTEM, Temple, Tex., joined May 1 as a bonus outlet. It is owned by the Bell Broadcasting Co., fulltime 250 watts, 1400 kc.

Effective May 3, two stations joined the Michigan Network, becoming BLUE outlets. They are WLAV, Grand Rapids, owned by Leonard Vesluis, 250 watts, 1340 kc., fulltime and WSOO, Sault St. Marie, 1230 kc., 250 watts daytime, and 100 watts nighttime.

WROK, Rockford, Ill., joins May 17 as a basic supplementary. It is owned by Rockford Broadcasters Inc., 1440 kc., 1000 watts day, and 500 watts night.

BLUE also announced that WJW, Akron, which has a construction permit from the FCC to move to Cleveland, will replace WHK, Cleveland, as its affiliate, effective on or about Aug. 15. If there is any delay in shifting the station to Cleveland, WJW will become a BLUE outlet only after it has started operations in Cleveland. Station, headed by Bill O'Neil, operates on 5000 watts, 850 kc., fulltime.

McClintock Recovers

MILLER McCLINTOCK, president of Mutual, will spend several weeks recuperating from the sudden attack of bronchial pneumonia which forced him to cancel his tour of the Midwest and Farwest. He will not return to his New York office until early June. Lester Gottlieb, publicity director of MBS, who had planned to make the trip with Mr. McClintock, is in Hollywood and returns to New York May 15.

Sevareid Elected

ERIC SEVAREID, CBS news reporter in Washington, has been elected president of the Radio Correspondents' Assn., Washington. Earl Godwin, BLUE, is vice-president; Richard Harkness, NBC, secretary; Rex Goad, Trans-Radio, treasurer, and Fred Morrison, Mutual, member of the executive committee.

CBS Declares Dividend

BOARD of directors of CBS has declared a cash dividend of 30 cents per share on the present Class A and Class B stock of $2.50 par value. Dividend is payable on June 4 to stockholders of record at the close of business on May 21.

Kirby, Mitchell, Macy Made Colonels; Army Also Promotes Warner, Pellegrin

PROMOTIONS in rank for a number of radio men now in the Army were announced last Thursday at the War Department.

Lt. Col. E. M. Kirby, former NAB public relations director, who heads the radio branch of the Army's Bureau of Public Relations, was promoted to a full colonelcy. Elevated to the same rank was Lt. Col. Curtis Mitchell, former editor of *Radio Guide*, who heads the Pictoral Branch in public relations. Col. Kirby is 36.

Promotion of Col. Kirby is regarded as particularly significant. It constitutes recognition of radio's position in public relations. According to best information, he now is the highest ranking officer in the Army assigned exclusively to radio. Col. Kirby was commissioned a year ago, but had served the preceding 18 months in the public relations bureau as civilian chief of its radio branch. Prior to joining the NAB in 1938, he was promotion manager of WSM, Nashville, and its parent company, National Life & Accident Insurance Co.

Lt. Col. J. Noel Macy, president of WFAS, White Plains, N. Y., and publisher of a number of Westchester newspapers, was promoted to a full colonelcy, serving as executive officer of the News Branch of public relations.

Maj. Albert B. Warner, former chief of the Washington news bureau of CBS, also attached to the public relations branch, was elevated to a lieutenant colonelcy. Promoted to rank of major was Frank Pellegrin, former director of the NAB Department of Advertising, serving as executive officer in the radio branch under Col. Kirby.

Capt. A. A. Schechter, former NBC news and special events director, commissioned in the Army Air Forces several weeks ago, last week reported for active duty in the public relations branch of Air Forces.

G. Foods Campaign Is Set By Keystone

26 Weeks, 15 Per Week, 103 Small Stations

KEYSTONE Transcription Network is being used by General Foods Corp. of New York in a large scale campaign on small stations. Keystone headquarters says the campaign is recognition of the increasing importance and value of the small station and the unusual promotion job that can be done by this type of outlet for the national advertiser.

Action of General Foods is particularly significant, Keystone executives said, in view of the discussions and programs at the War Conference on the subject of the small station.

General Foods will promote Post Toasties, Post Raisin Bran, Post 40% Bran Flakes, Grape Nuts and Grape Nuts Flakes. Series consists of three announcements per day five days per week—15 per week. Territories selected by the advertiser and his agencies were based on sales districts and station lists were chosen to parallel distribution.

Release on Post Toasties, Raisin Bran and Bran Flakes is by Benton & Bowles Inc. of New York; other items by Young & Rubicam Inc. of New York.

Original run is for 26 weeks commencing May 17. Jack Benny and Rochester are talent on some of the cuttings.

The 103 stations:

KFFA KBTM KOTN KIUP KFXJ KGKL
KID WSOY WEBQ WJPF WLDS WTHI
WKMO WLBC WKBV WADV KVFD
KBIZ KVAK KGNO KIUL KVGB WLBH
WOMI WHOP WPAD KALB KVOL KRLC
WFMD WJMS WHLS WTCM KFBK
KWLM WCBI WJPR WGRM WCOV
WFOR WAML WSKB WMIS WGBF
KHMO KWOC KWOS KDRO KRJF KOCY
KORN KHAS KGFW KGNF KGKY WKBH
KICA WALL WHDL KOVC WKBB
WPAY KVSO KCRC KSWO KFDX
WBBZ WCED WMRF WJZM WTJS
KNEL KEEW KBWD KAND KDNT KLGR
KGBS KSAM KOCA KPAB KFRO KBST
KNET KPDN KVIC KGRB KGFX KGKO
KWAT WJLS WLOG WBRW WTAL
WATW WIGM WJMC KDFN KFPW
KPOW KVRS KWYO KASA.

NO DECISION AGAIN IN MONOPOLY CASE

AN EXPECTANT broadcasting industry was again disappointed last Monday when the Supreme Court, despite the heaviest decision day of the year, failed to hand down its opinions in the hotly contested network monopoly cases.

Pending since the arguments in February, the rulings have been expected for the last couple of months. Also pending before the Court is the so-called clear-channel breakdown case, involving KOA, Denver, and WHDH, Boston, the latter having been assigned fulltime operation on KOA's 850 kc. channel. This case was argued last month.

Legal observers expect both decisions any Monday. Whereas the odds appeared to be in favor of an FCC victory in the highest tribunal earlier, the fact that the Court has delayed so long indicates a divided bench with the decision going either way.

How to Keep Ad Copy Out of Trouble

Edit All Commercials With Leading Court Decisions as Guide

By FREDERICK J. CULLEN, M.D.*
Executive Vice-President, The Proprietary Association

DR. CULLEN

WE FREQUENTLY point out that in our opinion the officials of the Food and Drug Administration and the Federal Trade Commission overstep the authority granted them by the Acts they are enforcing, and that they therefore should be censured for unjust interpretations of the particular Acts. Nevertheless, whether we like it or not, the regulation of advertising and of labeling is here and here to stay.

From time to time court decisions have been rendered, either in support or rejection of cases that have been submitted to the courts by either the Federal Trade Commission or the Food and Drug Administration.

Most of these decisions were rendered in interpretation of certain provisions of the 1906 Food and Drug Act, but they carry over and are effective under the 1938 Federal Food, Drug and Cosmetic Act, and also the Wheeler-Lea amendment to the Federal Trade Commission Act, since both of these acts contain words or phrases that are the same as, or similar to, language contained in the 1906 Act.

Facts, the Basis of Copy

In the past it was the custom to use drug products based upon empiricism. Our forefathers in medicine were keen observers and they knew much about the drug products that they used. In many instances we still use a drug product on the empirical basis, but, as we have attempted to make clear, advertising and labeling for medicinal preparations must be based upon statements of fact, as far as it is possible. In order to make statements based upon facts, extensive research work must be conducted to supply the manufacturer with the facts to place before his advertising agency. The agency must use such facts as a basis for the copy that it prepares, and it must use the material as *facts*, and not distort it in any manner.

It seems to me that the day has passed when such extravagant adjectives as "magic," "remarkable," "amazing," etc., can be used with propriety in the advertising of medicinal preparations. The practice of medicine is a dignified profession and one who sets out to prepare medicines intended to relieve human suffering is assuming a peculiarly distinctive responsibility which carries with it dignity. Therefore, the advertising for medicinal preparations should be dignified and in good taste, based upon fact. Extravagant or "scarehead" copy which is usually seen in the so-called "scandal sheets" should not be used.

Fundamental Decisions

In preparing copy I believe that the copywriter should keep constantly before him certain court decisions. Several of these decisions are quoted below. It is true that they were rendered in labeling cases, but the language of these decisions is also applicable to advertising.

Framework of Advertising Copy

The first decision from which an excerpt is given is the granddad of all decisions, and sets up a framework within which advertising copy must be constructed. The excerpt is as follows:

"The statute is plain and direct. Its comprehensive terms condemn every statement, design and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act." 265 U. S. 438, Apple cider vinegar case, N. J. 12367 Dis. Ct. N. D. Ohio 1/12/20.

Effect of First Impression

Several other decisions are called to your attention. One points out that if the first impression of the label is misleading (which would perhaps be the heading of the label), such labeling must be considered in violation of the law, even though statements are included in the body of the label which may on careful reading correct the first and erroneous impression. The excerpt is as follows:

"If as a matter of first impression the label of an article tends to convey a false and misleading impression such an article is misbranded even though a deliberate reading of the label might correct such an impression. The average retail purchaser does not delay to make a careful analysis of the label but contents himself with a hasty glance or cursory examination." 186 Fed. 399. N.J. 1050 Dis. Ct. E. D. Wis. 4/1911. U. S. v. 10 barrels of Vinegar.

Effect of Type Size

The next decision points out, in effect, that where false impressions may be conveyed by large type in one portion of the material the impression cannot be corrected by the use of smaller type in another portion of the labeling. The excerpt from the decision reads as follows:

"A statement in large type on a label which conveys a false or misleading impression constitutes misbranding, even though the misleading impression created by such statement is corrected by another statement in small type." 192 Fed. 864, N. J. 2098 Cir. Ct. of App. 6th Cir, 12/5/11. U. S. v. Frank (White Pepper).

Effect on Average Person

The next decision perhaps goes further to explain what is meant by the two decisions immediately preceding. It points out that the average person reading a label is not skilled in medicine, chemistry, etc., and is therefore not capable of making fine decisions as to the value of the product under consideration. The excerpt is as follows:

(*Continued on page 50*)

WHEN a national network sent a man to Washington to handle continuity clearance, it didn't take him long to hunt up Dr. Frederick J. Cullen, Executive Vice President of the Proprietary Association. The network man outlined his new job to Dr. Cullen and asked his cooperation in checking proprietary drug copy. Dr. Cullen's reply was to the following effect: You're the man I've been looking for.

Dr. Cullen believes that many of his members' difficulties with regulatory agencies stem from over-zealous copywriters. A firm believer in the right to self-medicate and the contributions that proprietary medicines make to public health, Dr. Cullen also believes that successful advertising campaigns can be based on factual material presented in a dignified manner.

Known as a hard-hitting critic of Government policies in the field of drug labeling and advertising—when he believes those policies to be wrong, his views become important news when he turns to the proprietary industry and the advertising profession in an effort to outline the kind of advertising which he thinks will keep both out of trouble.

Whether advertising writers know it or not, Dr. Cullen passes on a major portion of their proprietary drug copy, for most of the leading proprietary medicine manufacturers submit copy to him before using it. Several important radio stations have long followed a similar practice.

In this article, Dr. Cullen warns as to what courts have held to be false and misleading. Substitute the word "advertising" for the word "labeling" in each of the accompanying excerpts from court decisions to get the applicability of Dr. Cullen's comments to radio continuity. In some instances, regulating agencies have taken the view that the spoken word may be more misleading—at least more difficult to qualify—than the written word.

* Dr. Frederick J. Cullen is a graduate registered pharmacist, who has sold medicines from behind a retail drug counter. He is also a graduate of the University of Colorado Medical College, and engaged in the private practice of medicine for 12 years. He was a medical officer in the U. S. Army with General Pershing in Mexico and then a regimental surgeon in France during World War I.

From 1919 to 1929 Dr. Cullen was in private practice in several locations in the State of Washington. In 1929 he worked with the U. S. Public Health Service for a short time and then became associated with the Food & Drug Administration, the toughest and probably the fairest drug regulatory agency in Washington. Most of his time with FDA he served as Chief of the Drug Control Division, which had direct control over proprietary medicines. In 1934 he left the Government service to become Washington Representative of the Proprietary Association. In 1940 he was made Executive Vice-President.

Post-War Set Sales Potential Estimated 25 Million Yearly

Of $165 Billion Market in 1946, Radio Equipment Allocated Share of $1,100,000,000

APPRAISING the post-war radio receiver market Edward J. Detgen and Lawrence D. Batson, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, point out that if an estimated $165 billion annual post-war market for all goods and services is correct, the radio and phonograph manufacturing industry might be expected to produce $880 million worth of home equipment per year. Assuming the average retail price of a set continues at $35 (the 1938-41 average), this would mean an annual sale of 25 million sets in the U. S.

These figures appear in "Appraising the Post-War Radio Market", in the April 29 *Domestic Commerce*, which is largely devoted to interpretation of "*Markets After the War*", economic study reported in BROADCASTING, May 3.

In the earlier report, it was estimated that the total expenditure for radio equipment in 1946 might amount to $1,100,000,000, or 0.67% of a total national market of $165 billion. This proportion would represent the highest allocation from the "consumers dollar" since 1931, when 0.68% of total national expenditure went for radio equipment. In 1930, 0.92% went for this purpose, almost one per cent of all the money spent in the U. S. in that depression year.

High Set Obsolescence

To test their estimates of set sales, the authors compare them with previous experience in the industry. Of 36 million U. S. families in 1942, approximately 30 million owned about 60 million sets. Fifty per cent of these families owned one set each; and the remaining 15 million families owned 45 million sets, of which 15 million can be regarded as primary sets and 30 million a secondary sets.

Assuming a life span of seven years, a high percentage of the primary sets would be obsolete by 1946. It is asked whether this would hypothecate an immediate unsatisfied demand for 30 million primary sets—or a new one for each radio family in the U. S.

Past annual sales have never exceeded 10 million sets. This raises the question whether high sales volume could be expected to continue. In answer, the authors point to the significance of the market for replacement of secondary sets.

An important consideration is the possibility of changes in the prices paid for radio receivers. Some radio manufacturers are of the opinion that the benefits of Frequency Modulation are so great that FM broadcasting and receivers will inevitably replace the present system. From this they reason that the average set will be costlier, since it will cost more to build.

In the accompanying table, the Commerce Department study summarizes radio production, sales and price statistics to date.

WILLIAM HILLMAN, Washington BLUE correspondent, was invited to address a special meeting of the Business Advisory Council of the WPB at the Homestead in Hot Springs, Va., Saturday, May 8. Invitation came at the request of Donald Nelson, WPB chairman.

Home Radios and Phonograph Combinations
Production, Sales, Average Prices, and Number in Use

	Production (a)			Retail sales (Industry estimates) (b)			Use statistics (b) (000 omitted)	
Year	Thousands of sets	Factory value (c) ($1,000)	Average price	Thousands of sets	Value ($1,000)	Average price	Number of sets	Families owning sets
1922				100	$5,000	$50	400	60
1923	414	$13,995	(d)	250	15,000	60	1,500	1,000
1924				1,500	100,000	67	3,000	2,500
1925	2,293	89,145	(d)	2,000	165,000	83	4,000	3,500
1926				1,750	200,000	115	5,000	5,000
1927	1,938	95,162	(d)	1,350	168,750	125	6,500	6,500
1928				3,281	388,000	118	8,500	7,500
1929	4,938	249,602	$50.50	4,435	591,543	134	10,500	9,000
1930				3,793	206,100	54	13,000	12,049
1931	3,647	113,214	31.00	3,312	219,060	66	15,000	14,000
1932				2,477	117,710	47	18,000	16,810
1933	2,788	53,837	19.30	3,082	102,301	33	22,000	20,402
1934				3,304	122,880	37	28,000	21,456
1935	4,398	103,563	23.60	4,375	216,590	49	30,500	22,869
1936				6,746	394,819	59	33,000	24,600
1937	5,844	131,526	22.40	7,631	303,690	40	37,600	26,429
1938				5,823	210,000	36	40,800	27,500
1939	8,735	129,767	14.80	9,000	289,000	32	45,200	28,700
1940				10,900	345,000	32	50,100	29,400
1941				11,100	420,000	38	56,000	30,300
1942				3,550	124,250	35	59,340	30,800

(a) Census of Manufactures.
(b) Industry estimates principally from *Radio Retailing*, *Radio Today*, and BROADCASTING. Principal exception: 1930 number of radio families from Census of Population.
(c) Value only of the sets reported by number. Small additonal margin where number was not given.
(d) Totals include considerable proportion of sets not for home use.

The Unseen Audience

WELL, WHAT'LL WE DO ALL EVENING? THERE WON'T BE A NEW MOVIE UNTIL TOMORROW NIGHT. CAN'T YOU THINK OF SOMETHING TO TALK ABOUT?
THE RADIO IS OUT OF WHACK LEAVING TC FAMILY POSITIVELY DESPERATE

Webster in the Washington Post

Castoria Warning Aired On Public Service Basis

COOPERATION of the four major networks in carrying announcements last Tuesday night and Wednesday morning warning consumers and retailers to return to the Centaur Co., Rahway, N. J., all bottles of Fletcher's Castoria purchased in the past 60 days, has contributed largely to the success of the company's efforts to call in the product when it was discovered that a foreign ingredient therein was causing nausea and vomiting. According to Harold B. Thomas, vice-president of Sterling Drug Inc., New York, of which Centaur is a subsidiary, the company thoroughly "appreciates the efforts of the networks" in distributing the warning to stations throughout the country on a "public service basis", despite the fact Centaur had offered to pay for the announcements.

Centaur's use of radio backed up an intensive campaign last week in every daily newspaper in the country, including the foreign language and Negro papers. The newspaper ads, headed "Important Announcement," told in about 50 words the reasons for the warning and why it was "necessary to withdraw and recover all Fletcher's Castoria outstanding."

Spots For Film

UNITED ARTISTS is using spot announcements to promote "Lady of Burlesque", its latest release. In Hartford, birthplace of Michael Shea, featured star, the movie firm bought time on the city's four stations WDRC WNBC WTIC and WTHT, for an intensive spot drive, May 8 and 9. Spots may also be used in other key cities in conjunction with showings of the picture. Agency is Donahue Cole, New York.

Wheat Germ on WEAF

B. MEIER & SON, New York, currently using spot announcements on about ten stations nationally for Golden Center Wheat Germ, has added three transcribed announcements weekly on Pat Barnes' *Morning in Manhattan* on WEAF, New York. Agency is H. C. Morris & Co., New York.

Small Stations Subsidy Vetoed

OWI Wants Industry To Carry Program Burden

PLANS for financial assistance to small stations, either in the form of Government paid time or through a series of Government-produced programs available for local sponsorship are out of the window, so far as OWI is concerned, it was indicated last week when officials of the Radio Bureau returned to Washington from the NAB War Conference.

The NAB session had brought forth virtually unanimous opposition of broadcasters to Government subsidies along any line, but the Small Stations Problems Steering Committee had recommended that the Government process programs for sponsorship in the same way it makes mats available to newspapers.

Radio Bureau officials said, however, there was little likelihood that OWI would expand its production activities. They said, on the basis of statements by Don Stauffer, chief of the Radio Bureau, that it was far more probable the Government would curtail these activities.

They pointed out that Elmer Davis, OWI chief, had stated his opposition to any form of subsidy long before the convention, but that the Radio Bureau had reserved its decision until the NAB meeting, in hope of getting an indication of broadcasters' feelings. Mr. Stauffer said he was convinced that radiomen do not want a subsidy, and that his organization will work on that assumption until evidence appears to the contrary.

Mr. Stauffer told broadcasters in Chicago that OWI intended to depend on the industry to carry the burden of bringing the Government's message to the people. He said it was his Bureau's intention to produce a show only when the network was doing the job, or the broadcaster was willing to assume the responsibility.

Officials of the Radio Bureau point to OWI's limited budget as one reason why producing would be out of the question. They also explain that there would be difficulty arranging talent to do Government shows if the shows were to be used commercially.

AFRA Panel Named

DR. WILLARD L. THORP, Director of Economic Research of Dunn & Bradstreet and editor of *Dunn's Review*, has been chosen as the third member of the American Arbitration Assn. panel which will hear the dispute of the American Federation of Radio Artists and the BLUE over whether talent employed on the *My True Story* series should be paid at the sustaining or commercial scale. Roy S. Durstine, advertising agency president, was chosen by the BLUE as one member of the panel. AFRA's selection was Robert S. Lynd of the Columbia U. Dept. of Sociology [BROADCASTING, April 19]. Hearing will be held within the next two weeks.

"I HEARD ABOUT IT ON STATION W-H-O!"

● Iowa grocers themselves have now backed up what we've always told you about *WHO's ability to sell grocery-store items.*

Surveyed last November by their own Retail Grocers and Meat Dealers Assn., Iowa grocers said "WHO helps to sell more goods than any other state-wide medium."

Asked which of four media they preferred, they voted as follows:

For Radio	68.3%
For Large Newspapers	20.5%
For Farm Papers	9.4%
For Billboards	1.6%

Among those who voted for Radio, individual-station preference showed as follows:

Prefer WHO	71.2%
Prefer Station B	9.6%
Prefer Station C	2.7%

(No other station received as much as 2% of votes.)

Study the figures carefully and you'll see some interesting side-lights. Such as that WHO alone received over 5 times more votes than *any* newspaper—over seven times more votes than any *other* radio station.

Complete Survey will be *gladly* sent you on request. Or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

War Is Principal Subject at Columbus

Industry's Performance Is Praised And Challenged at Education Sessions

NETWORK and station representatives attending the annual Institute for Education by Radio at the Deshler Wallick Hotel in Columbus, O., heard themselves alternately lauded and lambasted for their war activities, enjoyed several chances to air their own grievances to OWI men and fought to a draw another round in a battle against censorship.

Some 700 delegates from 32 states, Canada and England attended the Institute from April 30 to May 3, held under sponsorship of Ohio State University and devoted this year to the general theme, "Radio in the War and After."

Delegates included network and local station key figures, high school and college educators, university radio station production men, radio writers, government officials and public relations men from the War and Navy departments.

Glade's Talk Is Conference Highlight

Generally accepted as a highlight of the four-day meeting, insofar as commercial radio spokesmen were concerned, was the address delivered May 1 at the NAB sectional meeting by Earl J. Glade of KSL, Salt Lake City, chairman of the code compliance committee of the NAB.

In a hard hitting speech, Mr. Glade laid down the law in the much discussed question of "What Is Public Interest, Convenience and Necessity?" in the process of which networks, advertising agencies, local station managers, the government and the public came in for a share of criticism.

The Institute got under way Friday morning, Apr. 30, with an icebreaker in the form of Mutual's *Answering You* program, cut for Sunday broadcasting and featuring half a dozen Columbus people to match wits and conversation with their London allies on the topic of the common speech of America and England.

First general session was held Friday night, April 30, devoted to the subject, "Radio's Wartime Strategy," during which Sherman H. Dryer, youthful guiding light of the University of Chicago's radio productions, touched off some fireworks that sputtered until the last delegate went home.

Mr. Dryer, author of a recently published book, "Radio in Wartime," insisted the industry should have organized a super-board of strategy long before the war to plan for radio's offensive and defensive actions when and if war should come.

It was more or less a red flag to an industry already touchy because of regulation and those who didn't jump to their feet to disagree that night, cornered Dryer in the hotel lobby in the days that followed to speak their vehement pieces.

Kobak Talks On War-Time Problems

Next morning, May 1, at a general session on problems of wartime operation, Edgar Kobak, executive vice-president of the BLUE Network, who led the discussion, started the battle anew by a curt announcement that, as far as BLUE is concerned, it needs no "advisory committee to help it make mistakes."

Getting down to the subject at hand, he declared that problems of wartime operation might be listed as music rights, wages, unions, anti-trust suits, lack of physical equipment, loss of workers, getting wire lines, clearing scripts through government organizations, and the old peace time problems such as requests for broadcast tickets and the perennial sponsor with the niece who is a good soprano.

Mr. Kobak announced he was going to toss out the formal subject chosen for the discussion and substitute another, more important, namely, "How Can Radio Help Win the War?"

He said he believed that radio has not done a good job of "selling" the war and asked for some plan that would do that selling job for the war as a whole, rather than isolated phases such as periodic needs for recruits for the armed forces and the domestic angles like saving kitchen fats.

Radio has done a good job of selling morale, he pointed out, but not the war. He advocated a little more subtlety in the choice of words that radio must use to make the people war conscious, such as "sharing," which he said had less harsh connotations than the overworked "rationing." Other speakers at the session were generally in agreement that radio has not done the job it could have done in helping to win the war.

Heller, Novik On Smaller Stations

Lawrence J. Heller, president of WINX, Washington, declared flatly that radio itself cannot win the war, but can only inspire. He blamed smaller stations for lethargic attitudes, suggested that they personalize the war for their listeners by dramatizing stories of local boys in the service thereby "reducing war's dimensions to intelligible terms."

Local radio stations are sitting back and letting the networks do all the work of boosting the war, according to M. S. Novik, director of WNYC, New York City, who warned local stations that if they want to save their own skins they will change tactics. Mr. Novik also critized locals for placing the government's wartime spot programs during ineffective times and said they should be given decent breaks on good time periods.

Gilbert Seldes, CBS television programs director, stood up for radio's behavior, defending popular programs with the pronouncement that without them people won't listen to the educational and war programs which networks have been accused of earmarking for bad spots.

The old and still unsettled question of how far censorship should go in wartime bobbed up again in a session Saturday morning, May 1.

PREXY HIMSELF discussing Institute activities. Dr. I. Keith Tyler, Ohio Institute director (center), with Jennings Pierce, manager of public service, NBC, Hollywood (left) and John Carpenter, KOIN-KALE, Portland, Ore.

KEYNOTE SPEAKERS at the Ohio Institute sessions were Sir Gerald Campbell, British Minister and special assistant to the British Ambassador (left) and NAB President Neville Miller.

The speakers were Carroll Allcott, Far Eastern observer for WLW, Cincinnati; W. W. Chaplin, NBC foreign correspondent; Charles Heslep, news editor, broadcasting division, Office of Censorship; Irwin Johnson, director of developmental programs, WBNS, Columbus; Col. E. M. Kirby, chief of the radio branch, bureau of public relations, War Department; Cesar Saerchinger, NBC commentator; and W. R. Wills, former Tokyo correspondent for CBS.

Censorship Is Widely Discussed

Col. Kirby and Mr. Heslep insisted that military security is the only yardstick censors dare employ in wartime and, despite fairly violent assaults by the correspondents, managed to hold to their point to the satisfaction of one of the largest crowds that gathered for any session of the Institute.

Mr. Chaplin, picking on the most worried subject of the Tokyo raid, insisted that 11 months was too long a wait before breaking the facts in toto and assured everybody that spies in India, where he happened to be when Gen. Doolittle's bombers landed there, knew the whole Shangri-la story soon after the raid.

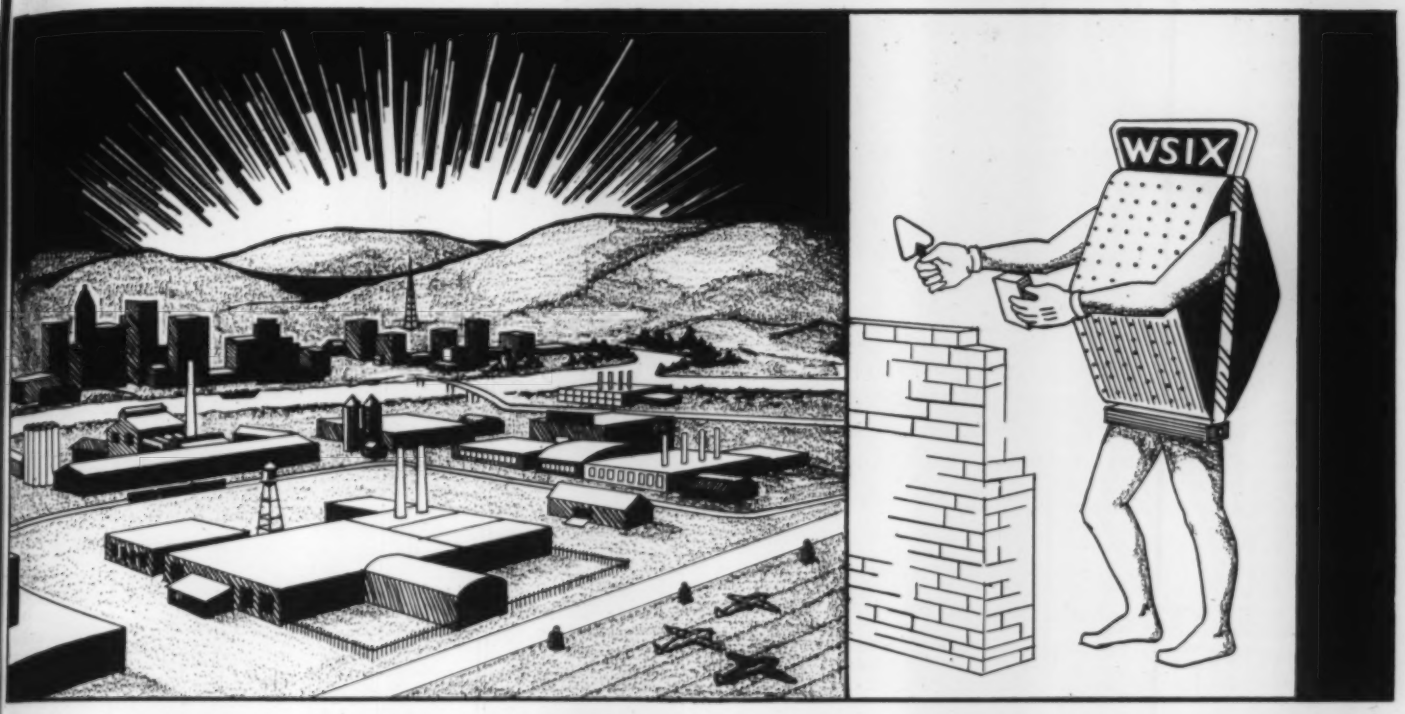
Mr. Heslep parried with tales of censor slips that have caused headaches to the military during the course of the war so far and insisted that the "better be safe than sorry" attitude was the only sensible one that could be adopted by President Roosevelt, Gen. Marshall and Admiral King, who are, he pointed out, the men who have the final responsibility.

Mr. Wills who was a Jap prisoner for six months in Tokyo, expressed what seemed to be a common sentiment among the audience members when he announced that he believed the American people's dissatisfaction with censorship is actually a fear that censorship is only the beginning of measures more stringent and less in keeping with the behavior of a genuine democratic form of government.

To this charge Mr. Heslep

(*Continued on page 46*)

NEWS CENSORSHIP as it affects radio was debated at the Institute for Education by Radio in Columbus, May 1, by these spokesmen (l to r): W. R. Wills, former Tokio correspondent, CBS; W. W. Chaplin, NBC foreign correspondent; Irwin Johnson, director of developmental programs, WBNS, Columbus; Col. E. M. Kirby, chief, radio branch, Army Bureau of Public Relations; Caesar Saerchinger, NBC news analyst, and Carroll Allcott, Far Eastern observer for WLW, Cincinnati.



Don't Ask "How's Business?"

PEOPLE in Nashville don't ask "How's business?" any more. Everybody knows it's fine—never better—in the whole Nashville territory.

Latest reports show these gains over last year in Nashville:

Retail sales up 57%
Bank Clearings up 35.45%
Power consumption (industrial) up 19.45%

With WSIX to cover the market, well-planned sales campaigns in the Nashville area right now are scoring heavily.

For full information about this market and station, contact WSIX or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

IRE Balks At Fly Post-War Project

Would Eliminate FCC From Industry Planning

PLANS originally espoused by FCC Chairman James Lawrence Fly and the Radio Manufacturers Assn. for a post-war planning organization covering manufacturing and research in radio and related fields were rejected last week by the Radio Manufacturers Assn. which proposes an alternative project to be governed by the electronics, communications and radio industries.

At a meeting in New York last Wednesday the Board of Directors of IRE tentatively proposed a plan under which the technical and trade associations of the electronics, radio and communications industries including the NAB would set up a Radio Technical Planning Board, to handle all matters relative to these arts except those of government regulation in the post-war period.

Prevented Announcement

The original plan contemplated a governing committee made up of the heads of the FCC, IRE and RMA. Chairman Fly was to have announced perfection of the project at the NAB War Conference in Chicago last month but failure of IRE Board to approve it by telegraph blocked this. RMA announced, however, that it had approved a modified version of the original plan. Neither of these plans placed the broadcasting industry on equal footing with the other trade groups.

IRE named a committee headed by Haraden Pratt, vice-president and chief engineer of Mackay Radio and Telegraph Co. to draft a plan along with a charter satisfactory to all groups affected.

Reverses Fly

Roughly, it is understood, a council would be formed to establish membership of the preposed Board as well as outline the scope of its activities. The plan would be a full scale reversal of the original suggestions espoused by Chairman Fly and RMA.

It is understood the IRE suggestions will be that representatives in equal number be named from RMA, IRE, American Institute of Electrical Engineers and perhaps smaller delegations from the NAB, American Radio Relay League, FM Broadcasters Inc., and lesser technical trade groups in the industry.

Previously RMA had decided to embark on the Board venture and appropriated $10,000 for the purpose.

Bacher to Pictures

WILLIAM A. BACHER has resigned as radio director of Sherman and Marquette, Chicago. As a director of Warner Bros. Pictures he soon will start work with Howard Hawks on the movie "Battle Cry." Mr. Bacher will continue until replaced thru the agency on CBS Tuesday 8:30 to 8:55 p.m. by Colgate-Palmolive-Peet Co., Jersey City (tooth powder.)

TESTING STUDIO and equipment newly installed by Radio-Recording Division of NBC, Hollywood, to transcribe West Coast shows produced under auspices of Special Services Division of War Department, is this Government production staff and NBC engineer. Recording contract covering programs shipped overseas to the AEF was signed in late April. Equipment-checkers (l to r) are Tom McKnight, formerly producer of William Esty & Co., on CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co.; Lt. Victor Quan, recording expert; Pvt. Ed Dela Pena, technician; Silvio Caranchini, NBC engineer in charge of the dubbing unit, and Pvt. Bob Welch, onetime NBC producer on the weekly *Jack Benny Show*, sponsored by General Foods Corp.

BATTERY OUTPUT REPORTED UP 25%

EFFORTS of WPB officials to relieve a shortage of farm-type radio batteries are having some measure of success, it appeared last week on the basis of preliminary reports on April production figures, now being compiled by the WPB Consumers Durable Goods Division.

With returns still incomplete, a spokesman for WPB said that the May 1 production rate for dry cells for home radios was about 25% above the April 1 rate. No actual figures are yet available but WPB has reported that the production rate has been about 200,000 monthly [BROADCASTING, March 29].

On the basis of these reports, even the present increased rate would fail to meet the goal of 6,500,000 batteries annually, reported to have been recommended by the Office of Civilian Supply. WPB has explained that production of batteries for civilians must await prior claimants.

Wm. J. Slocum

WILLIAM J. SLOCUM, well-known sports writer and baseball contact man for General Mills Inc., died last Thursday in New York following a heart attack. He was 59. Since 1938 he has been in charge of General Mills baseball radio sponsorship. He is survived by four sons, Bill Slocum Jr., special events director of CBS; John Francis, with the publicity department of 20th Century-Fox; Charles, a sergeant in the Army, and Francis Edward, who lived with his father.

Made Chicago Manager

ALLEN KOEHLER, for the past six years a salesman of WTMJ, Milwaukee, was appointed manager of the Chicago offices of North Central Broadcasting System effective May 1. Previous to his work on WTMJ, he was manager of the *Chicago Tribune* classified advertising department for 11 years. His offices are at 360 North Michigan.

Sub for Benny

GENERAL FOODS Corp., New York, will replace Jack Benny's NBC program, Sunday, 7-7:30 p.m., with its current CBS program, *Those We Love*, beginning June 6 and continuing through Sept. 26. Latter program is heard Sun., 2-2:30 p.m., in behalf of Grape Nuts, Grapenuts Flakes and Wheatmeal. Benny's show, expected to return in the fall, promotes Grapenut Flakes, with trailers and cut-ins for Wheatmeal and Post Raisin Bran. Agency is Young & Rubicam, New York.

SCRIPPS - HOWARD'S HANRAHAN A MAJOR

JAMES C. HANRAHAN, executive vice-president of Scripps-Howard Radio Inc., and directing head of WMPS, Memphis, has been appointed a major in the Army Reserve and reports to the Military Government School at Charlottesville, Va., May 14. He follows into the service Jack Howard, president of Scripps-Howard Radio, who was commissioned a lieutenant (j.g.) in the Navy several months ago.

Mortimer C. Watters, vice-president of Scripps-Howard Radio and manager of WCPO, Cincinnati, will have general supervision of WCPO, WNOX, Knoxville, and WMPS during Maj. Hanrahan's absence. Richard B. Westergaard, also a Scripps-Howard vice-president, continues as general manager of WNOX, and Harold R. Krelstein, commercial manager of WMPS, will have charge of operations of that station, assisted by Francis S. Chamberlin, veteran Memphis broadcaster.

Poor of WHBQ Killed

REPORTED death of Private John Elgen Poor, former announcer of WHBQ, Memphis, in Florida, May 1, is the 22nd war casualty recorded for former men in the broadcasting industry. Private Poor, on WHBQ for five years until he enlisted in the Army Air Forces last October, was killed instantly when a jeep he was driving overturned at Naples, Fla.

Grade Label Study Scheduled May 24

AN "AGGRESSIVE" Congressional study of OPA grade labeling and standardization plans has been promised by Rep. Boren (D-Okla.), chairman of a subcommittee of the House Interstate and Foreign Commerce Commitee, which will begin public hearings under the Halleck Resolution (HRes. 98) May 24.

A letter from Rep. Lea (D-Cal.), chairman of the full commerce committee, last week asked OPA Chief Prentiss M. Brown to postpone any grading or stabilization order already issued or contemplated. Mr. Brown reserved comment, but other OPA officials said compliance would cripple all OPA's price ceiling plans under the President's "hold the line order."

Viewpoint Changed

Early in the week it was indicated that Mr. Brown had again changed his mind on grade labeling of the 1943 fruit and vegetable pack despite protests of canners that the regulations were impractical. An order repudiating the grade labeling requirements is reported to have lain on Mr. Brown's desk without action. At the same time 15 women's organizations protested to President Roosevelt and Economic Stabilization Director James F. Byrnes against repeal of the order, and Miss Faith Williams, of the Labor Dept. cost of living division, endorsed their position.

Serving on the Committee with Rep. Boren at the hearings May 24 will be Rep. Halleck (R-Ind.) who raised the grade labeling issue in Congress. Also on the committee are Reps. Beckworth (D-Tex.); Myers (D-Penna.); Harless (D-Ariz.); Brown, (R-O); Wolverton (R-N.J.).

In calling the public hearings Rep. Boren explained that the committee feels producers and consumers are concerned that OPA regulations are aimed more at reform than at controlling inflation or winning the war. He said the committee would determine whether the agency was exceeding its authority.

Babbitt Introduces Soup On NBC Daytime Period

B. T. BABBITT Inc., New York maker of Bab-O and other cleaning agents, has introduced a new dehydrated soup bearing a trade name tying in with a character in its NBC daytime serial, *David Harum*. Named Aunt Polly's Soup Mix, the product was first advertised on the serial April 19, coincident with the script activities of "Aunt Polly", who has become engaged in a soup-making project.

Product will be advertised on an alternating basis with Bab-O, on *David Harum*, and on a new NBC serial scheduled to start May 31 in the five-weekly 10-10:15 a.m. period on 65 stations [BROADCASTING, April 12]. Company discontinues CBS broadcasts of *David Harum*, May 12. Agency is Dunn & Jones Co., New York.

HERE IS THE PICTURE IN Detroit

	1937	1941	1942	Change 1941 to 1942
*Savings Deposits	$242,625,227	$331,219,306	$502,584,091	+51.7%
*Total Bank Deposits	$758,416,649	$1,231,104,417	$1,854,951,970	+50.5%
Bank Debits	$11,928,037,000	$16,555,808,000	$20,337,907,000	+22.7%
Bank Clearings	$5,868,433,936	$9,096,241,957	$13,397,494,091	+47.5%
†Department Store Sales Index—Average	112.6	133.8	157.1	+17.5%
*Population—Estimated	1,641,000	1,775,000	1,875,000	+ 5.6%
*Water Meters in Use—Detroit Area	276,623	309,102	315,267	+ 2.0%
*Gas Meters in Use—Detroit Area	422,022	510,010	528,573	+ 3.6%
*Electric Meters in Use—Detroit Edison	640,083	751,725	774,134	+ 3.0%
*Telephones in Use—Detroit Zone	334,998	466,955	520,853	+11.5%
Gas Sold—M cu. ft.	15,552,397	22,686,284	25,346,870	+11.8%
Electricity Generated—KWHR	3,217,074,600	4,319,219,800	4,575,898,600	+ 5.9%
Telephone Calls—Daily Average	1,474,500	2,178,300	2,449,700	+12.5%
Passengers Carried by the DSR (Street Railway)	363,329,170	394,596,594	504,803,887	+27.8%
Births	27,656	34,100	41,800	+22.5%
Deaths	14 250	13,725	14,220	+ 3.6%
Marriage Licenses—Wayne County	22,466	21,757	22,640	+ 4.2%
#Power Consumption Index—Average	246	327	331	+ 1.2%
†Cost of Living Index	105.1	106.6	118.3	+11.0%
†Purchasing Power Index (Weekly Earnings)	99	130	155	+19.3%
Factory Workers—Wayne County Average	382,000	399,000	437,000	+ 9.7%
Weekly Earnings—Factory Workers	$31.90	$42.35	$55.95	+32.0%
Factory Payroll—Wayne County Estimate	$601,000,000	$842,000,000	$1,220,000,000	+45.0%

*As of December 31. #1923-25 monthly average=100. †1935-39 average=100.

DETROIT produced approximately four billion dollars' worth of war and civilian goods during 1942. This was about *double the dollar value* of production in any prior year. Today, Detroit is producing war materials, alone, at the rate of *one million dollars' worth hourly!* Factory employment in Wayne County, which is largely Detroit, increased from 537,000 in January, this year, to 565,000 in March.

Whether you have merchandise to sell or a good name to uphold, your story should be told in Detroit now. WWJ will take your message into more Detroit homes than any other radio station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

Bankhead Introduces His Bill To Pay for Government Space

Asks for 25-30 Million Dollars to Be Disbursed By Treasury in Newspapers; Radio Eliminated

THE LONG-HERALDED Bankhead bill for Government purchase of advertising in newspapers, largely to relieve the plight of small newspapers in outlying areas, was introduced in the Senate last Tuesday and was promptly referred to the Banking & Currency Committee, of which its author, Senator Bankhead, of Alabama, is a ranking Democratic member. No mention of radio was made in the bill.

Branded even before its introduction as a measure smacking of subsidy, the bill coincided with all advance predictions as to scope and content. It provides for a fund of 25 to 30 million dollars, at least half of which is to be spent in small newspapers, to be disbursed by the Secretary of the Treasury in cooperation with recognized publishers associations, to promote bond sales and also, at the Secretary's discretion, for other Government advertising purposes. The hitch, however, despite disclaimers that the money is to be spent in such fashion as to "completely safeguard" freedom of the press, is seen in a provision widely regarded as direct purchase of editorial space in addition to advertising.

NAB, ANPA Oppose

In this respect the measure provides that the money is to be spent for advertising space and "for the publication in such newspapers in connection with such advertising of information, sales arguments and appeals relating to and promoting or encouraging such sales."

Both the NAB, at its war conference in Chicago last month, and the ANPA, at its annual meeting in New York, resolved against Government subsidy in any form and specifically turned thumbs down on a measure such as the Bankhead bill. It was freely predicted that the bill would be widely opposed by the metropolitan press. OWI likewise has gone flatly on record against paid Government advertising. Government advertising to be nationally effective, it has been estimated, would entail expenditures of some 350 million dollars a year, rather than the paltry 25 or 30 million dollars covered in the Bankhead bill.

No explanation was forthcoming regarding failure of the measure to cover radio. When the original report on Senator Bankhead's plans gained currency six weeks ago, the Alabaman said he would consider inclusion of radio. It was said in his behalf last week that he could not make the bill all-inclusive and that it was possible the measure would be amended in committee, or perhaps other bills might be introduced to take care of competitive media such as radio, magazines and billboards.

Under the bill (S-1073), Secretary Morgenthau would be directed to purchase during each fiscal year, beginning with that ending June 30, 1943, not less than 25 million dollars, nor more than 30 million dollars of advertising space in newspapers for the security sales and the related publication of "information." The space would be divided equitably among newspapers of general circulation holding second-class mailing privileges, with the proviso that not less than one-half of the aggregate made available during each fiscal year "shall be expended for the purchase of such advertising space in weekly, semi-weekly, tri-weekly and monthly newspapers."

Ad Men Would Assist

The Treasury Secretary, in cooperation with "recognized existing publishers associations to be designated by him (including one such association representing only daily newspapers, one representing only weekly newspapers, and one representing only newspaper advertising agencies)" would prescribe regulations for carrying out the campaign.

The campaign, according to the bill, is to (a) secure the best financial results for the United States consistent with such programs; (b) completely safeguard the freedom of the press; (c) fairly allocate advertisements to individual newspapers; (d) prepare material for submission to newspapers for use as advertisements; (e) avoid interference in any manner with the independence of any newspaper or its responsibility in serving its readers; (f) keep the war finance campaign in all of its phases as nonpartisan as possible; and (g) protect editors and publishers in their right to publish criticism of the policies or conduct of the Secretary of the Treasury or of any other public official whenever they determine that such criticism is justified.

The measure also provides that for the purpose of carrying out the advertising programs in their respective agencies, the Secretary of Agriculture, War Food Administrator, Price Administrator, and chairman of the War Manpower Commission, may, with the consent of the Secretary of the Treasury, spend for newspaper advertisements "such part of the total amount to be expended under this act as the Secretary of the Treasury may approve."

End Six Months After War

The legislation would terminate six months after the cessation of hostilities.

The enacting clause sets forth that the bill's objective is to provide for the more effective use of idle currency in aid of the stabilization program and the war effort, and in order to improve the credit structure by relieving the Federal Reserve banks and the various other members of the banking system of the necessity of purchasing additional vast amounts of United States bonds and other obligations.

If enacted, the measure would greatly aid small newspapers, making the Government their biggest advertiser. But it is freely predicted that the momentum could not be stopped with the initial appropriation and that pressures from other newspapers and competitive media, plus application of scientific advertising buying, as against "political" buying, would mean expenditure of hundreds of millions for space and time.

JEAN HERSHOLT, radio film actor who portrays Dr. Christian on the weekly CBS program bearing that title and sponsored by Chesebrough Mfg. Co. (Vaseline products), recently signed contract for his sixth consecutive year as star of the series.

DEEP IN THE HEART of you-know, the *Vox Pop* show returned for the first time in eight years to the station and city of its birth, KTRH, Houston. Starting as a local "man in the street" broadcast in 1932, the show went to New York in 1935 as one of the earliest audience participation and quiz shows on the networks. Parks Johnson, the *Vox Pop* from the beginning, is shown here with his former KTRH associates and present co-workers (l to r): Ray Bright, now KTRH commercial manager; Bob Ballin, who directs the show for Ruthrauff & Ryan; Warren Hull, Johnson's partner on the program; Harry Grier, KTRH program department manager, and Parks Johnson, the *Vox Popper* himself.

WEEI Promotes Horton To Asst. Managership

KINGSLEY F. HORTON, sales manager of WEEI, Boston, since December 1938, has been promoted to assistant manager of the station, and director of programs and sales. At the same time, H. Roy Marks, WEEI sales executive for many years, has become assistant sales manager.

Mr. Horton

Mr. Horton has been with CBS since his graduation from Syracuse U. in 1931. Originally, he was account executive with WFBL, CBS outlet in Syracuse, then with Radio Sales, New York, before joining WEEI.

Ted Swift has been made a sales executive by Mr. Horton, having come to WEEI following association with Joseph Hershey McGillvra, of New York.

OWI to Publish Guide For Women's Programs

A NEW OWI guide for women program directors was announced by Elaine Ewing, assistant chief of the Radio Bureau station relations division, at the 14th Institute for Education by Radio in Columbus last week. The guide, Mrs. Ewing said, will be used monthly, and will recommend war program themes.

The Women's Radio War Program Guide, according to present plans, will contain an idea-exchange column, and incorporate reader suggestions. The Allocations Division will assign special subjects to the Women's Guide, just as topics are allocated to network shows and other Radio Bureau operations. It will be written by Rosalie Anderson, formerly Nancy Dixon on WTAM WGAR, Cleveland, and WRC, Washington.

Artra Cosmetics on 8

ARTRA COSMETICS Inc., New York, will promote Sutra Suntan Cream in an intensive 13-week spot campaign starting May 17. Firm will use live participations on women's interest programs from two to three times weekly on WTAM WEEI WJAR WHAM WGY WGR WOR. Artra used participations on the Yankee Network for last year's campaign. Agency is Murray Breese Associates, New York.

ANA Meeting June 2-4

ASSOCIATION of National Advertisers will hold a wartime conference in New York at the Hotel Waldorf-Astoria, June 2-4. Chairman of the program committee is C. C. Carr, advertising manager of the Aluminum Co. of America, Pittsburgh. No details as to speakers have yet been released.

PAA Meets June 22-23

TO MEET wartime conditions, the 40th annual meeting of Pacific Advertising Assn., to be staged in San Francisco, has been scheduled for two week-days, June 22-23. The Fairmont Hotel has been designated as headquarters. Jack Clark is conference committee chairman.

"Your station is doing an outstanding job on farm news and coverage of the farm field"!

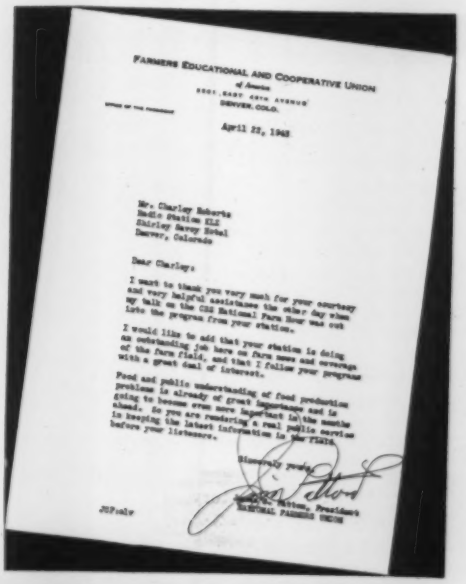
A LETTER the other day from James G. Patton, National Farmers' Union president, made us at KLZ feel mighty good. The statement above is a direct quotation from it, closing with: "You are rendering a real public service."

From such a source, that's a real pat on the back. It places high value on the farm service which KLZ has tried to render in its area.

Farmers are really important people today. Their job of food production is as vital as any. But farmers have always been important in KLZ's thinking, planning, and programming. KLZ's farm editor conducts the "Farm Service Program" every morning, a round-table of farm leaders and agricultural experts every Saturday, and many other special services.

Farmers are important in today's sales picture. They have money to buy more things than they've ever had in their lives before . . . and they can buy more things than their city cousins . . . gasoline for farm use, for instance.

KLZ stands high with Colorado farmers. KLZ is the station which will take your message, sales or otherwise, to them . . . surely and economically.



FARMERS EDUCATIONAL AND COOPERATIVE UNION
of America
DENVER, COLO.

April 23, 1943

Mr. Charley Roberts
Radio Station KLZ
Shirley Savoy Hotel
Denver, Colorado

Dear Charley:

I want to thank you very much for your courtesy and very helpful assistance the other day when my talk on the CBS National Farm Hour was cut into the progress from your station.

I would like to add that your station is doing an outstanding job here on farm news and coverage of the farm field, and that I follow your program with a great deal of interest.

Food and public understanding of food production problems is already of great importance and is going to become even more important in the months ahead. So you are rendering a real public service in keeping the latest information in the PIANO before your listeners.

Sincerely yours,

JGPatty

James G. Patton, President
NATIONAL FARMERS UNION

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Gross Up, RCA Prepares For Future

Sarnoff Describes All-Out War and Post-War Activities

RCA's CONSOLIDATED gross income for the first quarter of 1943 amounted to $67,283,966, an increase of 52% above the gross of $44,141,709 for the same period of 1942, David Sarnoff, president of RCA, told that company's stockholders at their annual meeting, held in the RCA Bldg., New York, last Tuesday.

Net profits before taxes, he stated, were $8,936,111 for the quarter, up 18% from the net before taxes of $7,564,533 for the previous year's first quarter. But, he added, an increase of 29% in provisions for Federal taxes for the quarter reduced the net profits after taxes to $2,594,911, a decrease of 3% from last year's net after taxes of $2,666,733. Earnings per share of common stock for the quarter were 12.9 cents this year as compared with 13.4 cents last. Estimated Federal income taxes for the quarter were 46 cents a share this year, 35 cents last year.

All-Out for Victory

Reviewing RCA's activities in this second year of war, Mr. Sarnoff said that "our every effort in manpower and facilities is concentrated on our country's goal for victory." He pointed to the display of flags received by RCA for meritorious service: three Army-Navy "E" flags won by the RCA Victor Division plants at Camden and Harrison, N. J., and by the Radiomarine Corp. of America in New York, and the United States Maritime Commission "M" pennant and Victory Flag also awarded to Radiomarine.

Stating that on May 1, 1943, RCA personnel numbered 38,027, an increase of 25% since the beginning of 1942, Mr. Sarnoff said that 4,589 RCA employes have joined the country's armed forces. The stockholders present joined him in a moment's silent tribute to the 19 who have given their lives to the nation's cause.

RCA has had "no strikes, no disruption of production and little absenteeism," Mr. Sarnoff reported, adding that a survey in the Philadelphia-Camden area showed RCA to have the lowest absenteeism of any company studied, with less than 4%, whereas other industries went as high as 12%.

Terming RCA's plants "giant arsenals of radio," he said that the RCA laboratories are developing new instruments to give the armed forces of the United Nations the most modern radio equipment in the world and the company's factories are turning out radio-electronic apparatus for planes, submarines, tanks, jeeps, battleships, PT-boats and mechanized units. Relieving men for other essential work, RCA is enlisting more women in its plants, he said, citing the program for training women radio technicians organized in cooperation with Purdue U., with 87 women now enrolled in the course, completion of which will qualify them for immediate assignment as engineering aides in RCA plants.

News Interest Up

Speaking of broadcasting, "the form of radio most closely associated with our daily lives," Mr. Sarnoff said: "The American people, because of a free radio and a free

DAVID SARNOFF

press, are the best informed in the world. The tremendous public interest in news has led to great expansion of news broadcasts. Radio has become the public ear to the war." RCA's broadcasting services, NBC and the BLUE, he said, "by their contributions of time, facilities and talent, are participating daily in the war programs both at home and abroad. Thousands of special wartime announcements have been broadcast by both NBC and the BLUE. War bonds totaling many millions have been sold and continue to be sold as a direct result of radio appeals."

Tribute to Sponsors

Mr. Sarnoff also paid tribute to the advertising sponsors, who continue, he said, "in wartime as in peace, to be keynotes of the American system of broadcasting. To them a salute is in order, for they are carrying on with splendid programs to entertain the people of this country amid the tiring tasks of war. Many of their programs are being shortwaved to the American forces overseas."

RCA Communications, in cooperation with the Government, provide transmitting and receiving facilities for military and other Government departments, Mr. Sarnoff stated. In addition to the company's radio-telegraph circuits that link the United Nations, RCAC radiophoto circuits operate between New York and London, Stockholm, Moscow, Cairo, Hawaii and Australia, he said, bringing war pictures from the battlefronts to American newspapers. "At the same time," he stated, "many eye-witness reports on the war and commentaries from overseas are brought to this country by RCAC program transmission service which delivers them with split-second precision to American networks for domestic broadcasting."

Radio After the War

"Radio instruments will emerge from the war almost human in their capabilities," Mr. Sarnoff said. "They will possess not only a sense of direction, but a sense of detection that will open new avenues of service. The radio direction finder, which heretofore had only an ear, now also has an eye. The safety of aviation will be greatly enhanced, for the aviator will be able to see the ground through clouds or darkness. By the scientific application of the radio echo, the radio 'eye' will avert collisions, while the radio altimeter will measure the altitude and warn of mountains ahead or structures below.

"American inventive genius contributed much to the creation and perfection of the great offensive and defensive weapon, known in the United States as Radar. The word means radio detecting and ranging. I am happy to report that RCA Laboratories have been in the forefront of Radar research and development. The radio-electron tube was the key to its application. To prevent information from reaching the enemy which might facilitate their development of Radar, news concerning it was restricted in the United States until recently. I believe it now can be said that by the use of radio and especially Radar, the United Nations have been able to avert many disasters, save precious lives, and inflict severe damage upon their enemies.

"Television and Radar add new dimensions to radio; wireless telegraphy was its first dimension, and broadcasting its second. Application of these new developments of radio to peace, opens new fields of service on land, at sea, and in the air.

Freedom and Progress

"The challenge to radio, however, does not all come from science. Radio has vast social as well as scientific and economic implications. Electrons operate in response to the changeless laws of Nature. But the performance of radio is regulated by the laws and actions of men—political laws which are subject to change. Freedom of the air, whether in broadcasting or television, ranks in importance and responsibility with freedom of the press.

"And freedom of enterprise, in the case of radio joined with proper governmental regulation, is the surest guarantee of the greatest possible service to the people. From such free enterprise has come America's cultivation of science which is proving to be its salvation in the war. America's men of science have thrown up ramparts around Victory, and have provided armor for the preservation of liberty. They have made this country the most powerful industrial nation in the world, competent to be the arsenal of Democracy.

"When the full story of wartime radio is told, RCA, I believe, will be the symbol of 'first in war' in all phases of radio—research and invention, engineering and development, manufacturing and communication. Our job ahead is to maintain RCA and radio 'first in peace'."

To Redeem "B" Stock

On the company's financial affairs, Mr. Sarnoff reported that the Board had voted to redeem the 11,891 shares of "B" preferred stock on July 1, after which its capitalization will consist of 900,294 shares of $3.50 cumulative first preferred stock and 13,881,816 shares of common stock. On April 15, he said, RCA sold its remaining shares in Radio-Keith-Orpheum Corp. for $6,495,747, approximately the value at which these securities were carried on RCA's books. He also mentioned the Supreme Court's dismissal of the suit of the Department of Justice to have vacated the consent decree entered into in 1932 by the Government, RCA, General Electric Co., Westinghouse Mfg. & Electric Co. and other companies in the settlement of the anti-trust suit.

Stockholders reelected Gano Dunn, Edward F. McGrady, De Witt Millhauser and Edward J. Nally to the board of directors for new three-year terms, ending April, 1946. Arthur Young & Co., RCA's present auditors, were chosen to conduct the independent audit of the company's books at the end of 1943.

Statement of consolidated gross income of RCA for 1942, contained in the company's annual report, shows that of the total of $191,024,056, RCA derived $52,613,910 from its broadcasting companies, NBC and the BLUE. Manufacturing contributed $122,595,597; communications, $14,497,197, and other source $7,317,352. The broadcasting revenue was 8.5% greater than in 1941.

$1,000,000 Manuscript

ARTURO TOSCANINI'S manuscript of his arrangement of "The Star-Spangled Banner" offered to the highest bidder in War Bond purchases at the Easter Sunday concert of the NBC Symphony Orchestra, went to William T. Grant, Kansas City insurance executive, for $1,000,000 in bonds. Grant's bid was entered through NBC affiliate, WDAF, Kansas City, in behalf of the insurance company which he heads. Presentation of the document was made by Niles Trammell, NBC president, at the May 2 broadcast of the NBC Summer Symphony. Easter concert resulted in $10,190,045 in War Bond sales for seats in New York's Carnegie Hall.

TEN *on* 1010

★ Ten Thousand Watts on 1010 KC.*

★ Clear Channel.

★ New RCA 10 E Transmitter.

★ The only Columbia Station in Arkansas.

★ The Arkansas Station
with the Greatest Coverage.

• • •

KLRA

LITTLE ROCK, ARK.

Affiliated with The Arkansas Gazette

• • •

Represented Nationally by The Katz Agency, Inc.

New York • Chicago • Detroit • Atlanta • Dallas
Kansas City • San Francisco

*5,000 Watts at Night.

"I see WFDF Flint Michigan is recruiting for the home guard."

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like Who's Who in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

Listening Boards Will Assist In 1944 Peabody Selections

Regional Groups, Chiefly of University People, To Report on Programs Within Their Areas

AN IMPORTANT departure in the methods of selection of winning programs will be followed in the future by the George Foster Peabody Awards Board, according to announcement by Dean John E. Drewry, School of Journalism, U. of Georgia, following last week's presentation of 1942 honors at Columbus. The university, with the cooperation of the NAB, makes the annual awards.

To aid the board in its selections, listening boards are being set up in institutions of higher learning over the country. At least twice and possibly three times each year members of these listening groups will make reports as to significant broadcasting activities within their respective areas.

Editors, Publishers

Method of selection in the three years the Peabody awards have been given has been through a board consisting principally of editors, publishers and representatives of advertising and broadcasting.

Awards in 1943 [BROADCASTING, March 29] as announced to the public at the Institute for Education by Radio last week went to Charles Collingwood, CBS correspondent, for "outstanding reporting of the news"; *The Man Behind the Gun*, CBS, for "outstanding entertainment in drama"; *The Standard Symphony*, NBC Pacific Coast, for "outstanding entertainment in music"; *Afield With Ranger Mac*, weekly series on WHA, Madison, Wis., for the "outstanding educational program"; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station—1,000 watts or under"; *The Home Front*, weekly program on WCHS, Charleston, W. Va., for "outstanding public service program by a regional station—up to 10,000 watts."

The personnel of the committee thus far completed:

U. of Southern California: Dr. Ivan Benson, chairman, acting director, School of Journalism; Dr. Max T. Krone, assistant director of the School of Music and director, radio department; and Herbert E. Farmer, cinematography department.

U. of Georgia: Miss Carolyn Vance, assistant professor of journalism, chairman; Hugh Hodgson, professor of music; Dr. Albert Save, professor of political science; Dr. B. O. Williams, professor of sociology; and Tyus Butler, assistant professor of journalism.

U. of Illinois: F. S. Siebert, director, School of Journalism, chairman; Frank E. Schooley, journalism instructor and program director, WILL; Lansom F. Demming, director of music, WILL; George Jennings, acting director, Radio Council, Board of Education, Chicago; and Albert Crews, director, radio department, School of Speech, Northwestern U., Evanston.

State U. of Iowa: Wilbur L. Schramm, director, School of Journalism, chairman; Charles L. Sanders, assistant professor of journalism; H. Clay Harshbarger, associate professor of speech; Mrs. Pearl Bennett Broxam, program director, WSUI; Carl H. Menzer, director, WSUL

U. of Kentucky: Leonard Niel Plummer, Journalism Department head, chairman; Maurice D. Seay, College of Education; and Elmer G. Sulzer, director of public relations.

U. of Minnesota: Dr. Ralph D. Casey, director, School of Journalism, chairman; Mitchell V. Charnley, professor of journalism; Burton Paul, manager, WLB; and Tracy F. Tyler, College of Education.

Montana State U.: James L. C. Ford, dean, School of Journalism, chairman; Ralph McGinnis, radio program director; and Dan Treloar, owner and operator, KGEZ, Kalispell, Mont.

U. of North Carolina: O. J. Coffin, Journalism Department head, chairman; C. Phillips Russell, professor of journalism, North Carolina; A. A. Wilkinson, Duke U., Durham; Mrs. Agnes Cooper, Meredith College, Raleigh; and Nell Craig, Woman's College of the U. of North Carolina.

U. of North Dakota: Arnold F. Cecka, Journalism Department head, chairman; John S. Penn, assistant professor of public speaking; Donald J. Robertson, assistant to the President; Richard O. Hale, assistant professor of English; Fred J. O'Neil, journalism faculty and night editor, Grand Forks *Herald;* and Dr. Richard Beck, professor of Scandinavian languages.

Ohio State U.: James E. Pollard, director, School of Journalism, chairman; Dr. Edgar Dale, Bureau of Educational Research; C. Wilbert Pettegrew, program director, WOSU; N. N. Luxon, journalism department; and R. C. Higgy, director, WOSU.

U. of South Dakota: E. G. Trotzig, Journalism Department head, chairman; Hale Aarnes, acting head, Department of Speech, and director, KUSD; G. Russell Bauer, Director of Information Service; and Dr. George Lawrence Abernathy, head, Department of Philosophy and Psychology.

West Virginia U.: P. I. Reed, director, School of Journalism, chairman; Volney W. Shepard, head of piano department, School of Music; Dr. Frances P. DeLancy, assistant professor of political science; Paul A. Flowers, assistant professor of journalism.

The U. of Wisconsin: Grant M. Hyde, director, School of Journalism, chairman; Henry L. Ewbank, professor of speech; Edward B. Dean, lecturer in journalism; and William G. Harley, program supervisor, WHA.

Members of the advisory board, to whom these committees will report, are: John H. Benson, president, AAAA, New York City; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh, N. C., *News and Observer;* Mark Ethridge, vice-president and general manager, *Louisville Courier-Journal and Times;* Joseph Henry Jackson, literary editor, *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, president, "Yaddo" (artists and writers foundation, Saratoga Springs, N. Y.); Edward Weeks, editor, *Atlantic Monthly;* Earl Glade, chairman, NAB code compliance committee; and Dr. S. V. Sanford, Chancellor, University System of Georgia.

The Peabody awards are designed to give educational recognition and encouragement to the broadcasting industry and to perpetuate the memory of the benefactor and life trustee of the U. of Georgia.

Additional regional committees will be announced later. Mrs. Dorothy Lewis, coordinator of listener activity, NAB, is in charge of this activity.

100TH CURRENT SPONSOR of Fulton Lewis jr., Mutual commentator. Stanley Seibel, general sales manager of the Cerophyl Labs. of Kansas City, signs a contract to advertise Viet vitamin tablets on the program over KSO, Des Moines, as Mr. Lewis (l) and William B. Dolph, personal manager of Mr. Lewis and executive vice president of WOL, Washington, look on.

'Lone Ranger' Award

GENERAL MILLS, Inc., Minneapolis, has received a certificate of merit from the New Jersey Women's Press Club for the *Lone Ranger* children's program, sponsored on the BLUE in behalf of Cheerioats. Awards also went to Lisa Sergio, commentator of WQXR, New York, and *Womanpower*, CBS, presented in cooperation with the War Manpower Commission to help women find places in the war effort. Presentations took place at a luncheon in Newark, N. J., May 8, which featured an address by Mrs. William Conwith, assistant to Dr. James T. Angell, NBC public service counsellor on "What Should American Radio Teach."

Thomas Honored

LOWELL THOMAS, BLUE commentator, received the annual award of merit of the Poor Richard Club at a banquet meeting of the Philadelphia advertising group, May 4. The "Poor Richard Silver Medal and Citation of Merit," was bestowed in recognition of "outstanding contribution to current literature, to the art of reporting and appraising current events, and to the radio and motion picture art." Mr. Thomas presented his regular news program, sponsored by Sun Oil Co., from the scene of the meeting, through WFIL, Philadelphia.

NAB Women Meet

INCREASING NEED for women in the services was stressed by Capt. Ruth Morton of WAAC, and Lt. Hazel Markel, Radio Division of Navy Public Relations, at the first annual meeting of the Assn. of Women Directors of NAB held April 28 during the NAB War Conference in Chicago. The group re-elected its slate of officers: Ruth Chilton, WSYR, Syracuse, president; Mildred Bailey, WTAG, Worcester, secretary; Rhea McCarthy, WCOL, Columbus, treasurer; and Dorothy Lewis, coordinator of listener activities of NAB. The results of a special study on women's audiences were distributed at the meeting.

JOHN KIERAN, "expert" on *Information Please*, NBC program sponsored by H. J. Heinz Co., and a columnist for the *New York Sun*, has been named a member of the committee on public interest of the Community Service Society of New York.

ACTUALLY—THERE'S A FISH THAT CLIMBS TREES!—

BUT—THERE IS NO RADIO STATION IN CHICAGO OR DETROIT THAT COVERS THE GRAND RAPIDS-KALAMAZOO AREA!

We wouldn't go so far as to say that average radio sets in the Grand Rapids-Kalamazoo Area *can't* pick up a Columbia program from Detroit or Chicago. All we say is that the vast majority of them *don't.*

Figure it out for yourself. If you had a bad "fading" condition in your neighborhood (as we do here in Western Michigan)—and if you had a really good Columbia station within a few miles of you—would you trouble to tune to another Columbia station say 150 miles away?

WKZO is a 5,000-watt station, on 590 K.C., broadcasting the best of Columbia and local offerings from the center of the second richest big market in Michigan. Let us—or Free & Peters—show you *why* we're your one best bet for Western Michigan!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

It's What Others Say that Counts Most!

"The increased sales in your territory is outstanding among the forty odd stations with which we are covering the Midwest and South!"

—So wrote a Cincinnati agency in commenting on a WWVA job.

We can do as much for you!

ASK JOHN BLAIR

WWVA

50,000 WATTS

IT'S A FORT INDUSTRY STATION

FORT INDUSTRY STATION

Life Reports 91.9% Radio Families

Market Data Covers Impact of War On American Life

ONE YEAR after Pearl Harbor, according to a report issued last week by *Life* magazine under the title "The Impact of War on American Families," 18.1% of the families reported at least one member in the armed forces and 18.9% had at least one member engaged in war work.

Home radios were reported by 91.9% of the families, although 4.2% of these reported their sets out of order.

Other pertinent data included the fact that 5.5% of all reporting families had shifted from below to above the $2,000 cash income level; 40% of all families reported higher incomes; 59.2% owned cars, but 5.9% of the cars were laid up, with 65.3% of the families still operating their cars estimating their present tires would not hold up for more than another year.

Impact on Cross-Section

Preface of the 60-page report, signed by H. D. Everett Jr., research manager of *Life*, describes the study as "a measurement of the war's impact on a cross-section of American families." It was taken by the Magazine Audience Group about a year after the attack on Pearl Harbor during the regular interview for *Life's* "Continuing Study of Magazine Audiences." Study was conducted by Crossley Inc.

Detailed report of radio ownership and operation reveals that of 5,971 families reporting, 5,259 had radios in working order, 228 had out-of-order sets, and 484 of the homes were without radios. When the homes are broken down by economic levels the report reveals that all "A" and "B" homes had radios in working order. Of the out-of-order sets, 9.6% were found in "C" homes, 40.4% in "D" homes and 50% in "E" homes. Of the radioless homes, 3.5% were in the "C" level, 30.4% in the "D" level and 66.1% in the "E" level.

The report comments on the significance of the finding that "families in the lower economic levels (particularly in the 'D' and 'E' levels), where there is less radio ownership to begin with, reported more homes with radios out of order than families in the upper levels."

Breakdowns of urban and rural residents and by geographic areas revealed the same phenomenon. "Rural families, with less extensive radio ownership than urban families, reported a larger percentage of set mortality." [Radioless homes were divided into 39.3% urban, 60.7% rural; of homes with radios out of order 39.9% were urban, 60.1% rural.] "The same inverse correlation between the percentage of homes with radios and the percentage of homes with radios out of order existed in terms of geographic regions." Total radio homes were divided: 29.6% Northeast, 31.7% Midwest, 27.4% South and 11.3% West. Radioless homes were divided: 12.2% Northeast, 17.7% Midwest, 66.1% South and 4.0% West. Homes with sets out of order were located: 18.0% East, 24.6% Midwest, 50.4% South and 7.0% West.

Families with one or more members in the armed forces reported a slightly higher average of set ownership than other families (94.5% as against 91.3%) and a slightly lower percentage of sets out of order (3.8% as against 4.2%). War worker families reported radios in 95.9% of the homes as against only 91.0% radio ownership in other homes, but the percentage of sets out of order was the same in both groups, 4.2%.

Trend in radio homes in the CSMA cross-section surveys has been as follows:

Report 1	(3rd qr. 1938)	80.1%
Report 2	(4th qr. 1938)	80.8%
Report 3	(2nd qr. 1939)	81.8%
Report 4	(4th qr. 1939)	83.4%
Report 5	(1st qr. 1941)	86.8%
Report 6	(1st qr. 1942)	89.1%

This Sample (4th qr. 1942) 91.9%.

CJFX, Antigonish, N. S., is now on the Air with 1000 watts on 580 kc. The station's inaugural program included an opening address by Nova Scotia's Premier A. S. MacMillan.

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives

WEED & COMPANY

EXCELLENCE AND LOTS of it entitles Hallicrafters Co., Chicago, and Federal Telephone & Radio Corp., IT&T affiliate, to E awards for production of wartime equipment. With a touch of glamor (top photo, center) added, R. W. Durst, vice-president and secretary of Hallicrafters and W. J. Halligan, president. Glamor element is Marcia Davis, Hallicrafters advertising manager. Displaying the Federal E are (l to r) Maj. Gen. George S. Gibbs, Federal vice-chairman; W. E. Boehle, representing employes; Col. Ira H. Treest, Signal Corps.

There's not another like it!

©WALT DISNEY PRODUCTIONS

This grimly humorous insignia represents one of the most exciting units of America's fighting services . . . the Motor Torpedo Boats. Roaring out of the morning mists, or the blackness of the midnight hour, these swift and deadly MTB's have played havoc with the pride and joy of Tojo's navy. And the men who run these greyhounds of destruction are the epitome of any young boy's hero . . . tough, and smart, and daring. The brilliant exploits of these boats and their crews will require a lengthy chapter when the full story of this war is finally written.

OFFICIAL U. S. NAVY PHOTOGRAPH

For more than 18 years, WTIC has served the people of Southern New England faithfully and well. During that time, WTIC has established . . . and adhered to . . . an unusually high standard for both informative and entertainment programs. The resulting listener-loyalty, combined with the fact that family income and radio ownership here are far above the national average, means that your advertising message over WTIC's facilities is more than an invitation to sales . . . it is a direct and immediate creator of them. That is why we continue to remind you that

THERE'S NOT ANOTHER LIKE IT!

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

NBC BASIC STATION IN THE "LAND OF PLENTY"

5000 WATTS DAY & NIGHT

WDEL

WILMINGTON DELAWARE 1150 KC

Sales Representative

PAUL H. RAYMER

Merchandising & Promotion

Ten Thousand—Hats And Cats—Air Change Drama Champ—Extra-Curricular

WGAR Campaign

LOCAL advertising campaign of WGAR, Cleveland, to focus attention on programs and personalities featured by the station was centered around two-column insertions in various Cleveland daily papers including pictures and stories of two programs in each of 62 different ads in a four-week period. Double-sized car cards appeared in over 1600 streetcars and buses in Cleveland in various colors, each carrying pictures of four different program personalities heard on given nights.

A similar set of cards bearing the words "Buy the brands they advertise" were displayed in Cleveland retail drug, grocery and department stores selling the products advertised on WGAR. In addition, movie trailers showing time and features of outstanding nighttime programs were shown at a downtown theatre, and over 450 chainbreaks emphasized daily programs which were being plugged in the newspapers. M. M. Scott, account-executive of the Cleveland office of Fuller & Smith & Ross Inc., handled the promotion.

* * *

Hats and Cats

BOOKLET containing advice on spring hats and coiffures, offered on Pegeen Fitzgerald's *Strictly Personal* program on Mutual, will be followed up by another on summer hats, which will also include information on the care and feeding of cats. Spring booklet was requested by over 11,000 women.

Listener's Guide

A LISTENER'S GUIDE containing editorials and news stories about station and network programs and personalities is mailed by WKNE, Keene, N. H., to a paid subscription list, station charging 10c for six monthly issues. After three months WKNE pronounces the idea a success.

Ten Thousand Tabs

TEN thousand promotional cards with push-button tabs attached have been printed by WTOP, Washington, in connection with the recent change of its call letters from WJSV. There are nine sets of the WTOP letters in three sizes on each card, which can be bent or trimmed to fit any type push-button, and letters have been sent to the 235 radio servicemen and radio retailers in the Washington area with sets of ten cards enclosed. Plugs are given at station breaks and during local shows urging listeners to request the tabs. Those phoning in pledges during a recent War Bond selling day at the station were sent a set of tabs.

* * *

Change in the Air

WORCESTER Mass., really felt a recent "change in the air". WTAG switched its network affiliation and used all media—newspaper ads, posters, movie trailers, announcements—to notify the public. Teaser campaign using slogan "next week more than ever, you'll want to listen to WTAG" preceded the change, with "now more than ever" week following. Network air celebrities sent transcribed greetings for broadcast, and a two-minute announcement publicizing CBS shows accompanies all newscasts. Sunday *Telegram* devoted the entire radio section to the campaign, with dailies giving their radio pages to it.

Extra-Curricular

PUBLIC SERVICE to Charlestonians by WCHS, Charleston, W. Va., took the form of a window display on a busy downtown street which explained the workings of point rationing. Obtaining about 200 different canned and processed food items, a small card listing the weight and number of points required to buy the can was attached to each item.

MISSION ACHIEVED shouts this task force of community leaders over a four-station network, originating at WKY, Oklahoma City, when news arrived that Oklahoma City had subscribed more than $40,000,000 to underwrite construction of the cruiser *USS Oklahoma City*. In the front row (l to r): Dan Hogan, president, City National Bank & Trust Co.; King Price, Norman, Okla., bond chairman; Robert A. Hefner, mayor, Oklahoma City; Mrs. George Key, AWVS chairman; Robert S. Kerr, governor of Oklahoma; Gayle V. Grubb, manager of WKY; O. L. Simpson, "admiral" of the Oklahoma City Chamber of Commerce task force. Back row, H. J. Jones, collector of Internal Revenue; G. R. McAlpine, fire chief; J. I. Meyerson, Oklahoma Publishing Co., advertising and promotion manager; Lt. Com. Frank Adam, Navy recruiting officer; Hugh Harrell, War Savings Staff county chairman; George Green, War finance committee district secretary.

Guild Awards

NEWSPAPER GUILD of New York presented 13 radio artists with "Page One Awards," for distinguished achievement in the entertainment field, at the Guild's eighth annual "Page One" ball in New York. Martin Block, m.c. of *Make Believe Ballroom* on WNEW, New York, and announcer of several network programs, was described as "the most popular and most widely imitated disc jockey in America" while Milton Berle, CBS, was selected as the "most outspoken comedian." Other award recipients in the radio industry were: Bob Hawk, Frank Sinatra, Harry James, Elsa Maxwell, and the Golden Gate Quartet, all CBS; Jimmy Durante, NBC; Victor Borge, BLUE, and Duke Ellington, Mutual.

* * *

Poetical Plug

TEXAS Co., New York, is distributing a promotional booklet of humorous verses by "Falstaff Openshaw," poet laureate of the CBS *Texaco Star Theatre*, with an introduction by Fred Allen, star of the program, and drawings by Otto Soglow. Presentation contains verses in a patriotic vein, interwoven with plugs for various Texaco services.

* * *

Drama Champ

USING the *Lux Radio Theatre* as its text, CBS has issued a brochure, 12x15 inches, to show how steady audience growth is "traceable directly to consistent pattern of quality, and the power of the network on which it is broadcast." Piece points out that the Lux show, started in 1935, gained listeners steadily and claims it as the "heavyweight champion of all the 234 network shows of today." Blue and black colors are used in CBS' usual high quality of design. *Lux Radio Theatre* awards, 1935 to 1943, are listed in one page.

KIRO Campaign

LEADING off with full-page ads in the Seattle *Post-Intelligencer* and *Star*, KIRO, Seattle CBS outlet, followed with two-column ads in the *Star* for a month and ran cards in two series, each running a month, all promoting specific programs and personalities heard on programs on KIRO between 6 and 12 midnight. A program schedule of program plugs averaging 14 a day was also devoted to the campaign.

WBNX 5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE BUY U.S. BONDS TODAY

FOOTE, CONE & BELDING
Advertising
247 PARK AVENUE, NEW YORK

April 13, 1943

WICKERSHAM 2-6600

Mr. J. C. Eggleston
Radio Station WMC
Memphis, Tenn.

Dear Joe:

It isn't often that I write to station managers regarding their station promotions; in fact, this is the first time I have ever done so. However, I was so impressed with your recent WMC brochure entitled "For Your Facts File," that I did want to congratulate you on it.

This booklet contains all the necessary station information, presented in a concise, accurate and useable manner, and in exactly the way in which both the Radio Executives Club and the AAAA Time Buyers Committee, with which I am associated, desire them. The coverage maps give all of the necessary information in a picture which we can readily accept, and your audience figures also give some interesting basic information on WMC.

I am also glad to see that you have eliminated the usual useless engineers' and receptionists' pictures, which take up so much space and don't mean a thing as far as we are concerned.

If all stations would follow your example and give us booklets like this on their stations, our files would not be cluttered up with useless material and the buying of time would be a pleasure. So, thanks very much and here's hoping that the others will follow your lead.

With heartiest approval and congratulations, I am, with kindest regards,

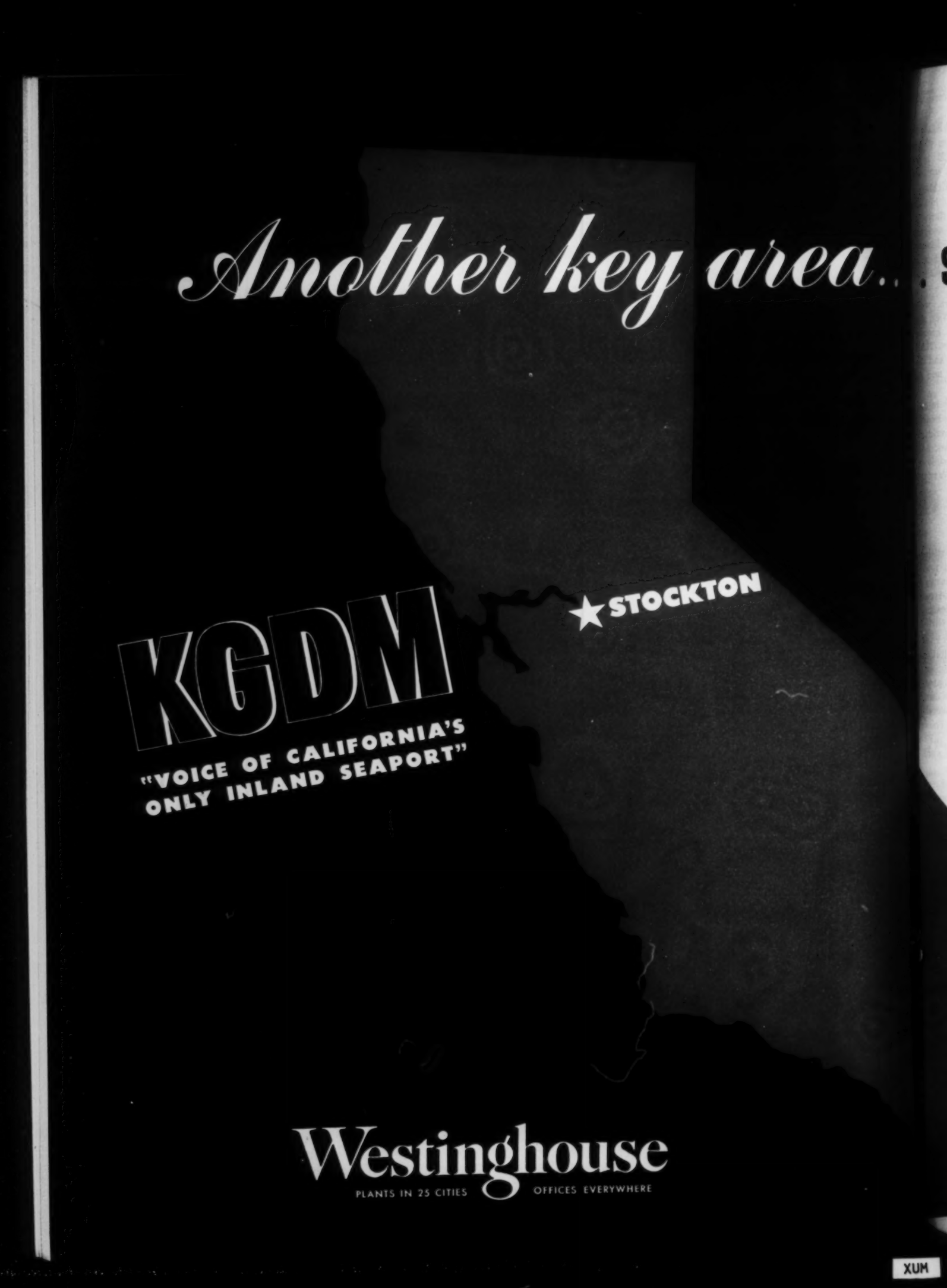
Very sincerely yours,

John Hymes

John D. Hymes
Radio Department

/ew

This letter, from one of the nation's outstanding time buyers, is entirely unsolicited, and does not represent an endorsement of Radio Station WMC. It is, however, a high tribute to WMC's latest BOOK OF FACTS — a publication which should interest alert agencies and advertisers the country over. Radio Stations, interested in securing a copy as a guide for similar publication for themselves, may have one without cost or obligation by writing WMC, Memphis, Tennessee.


Another key area...
STOCKTON
KGDM
"VOICE OF CALIFORNIA'S ONLY INLAND SEAPORT"
Westinghouse
PLANTS IN 25 CITIES
OFFICES EVERYWHERE

XUM

. . SERVED BY A WESTINGHOUSE TRANSMITTER

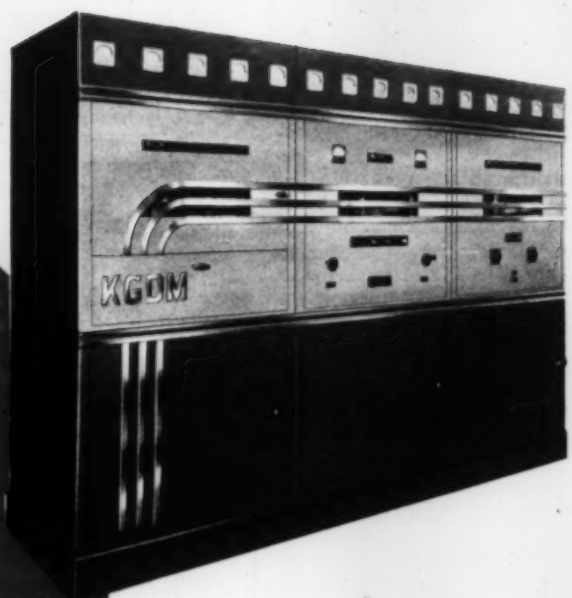
Today, the versatile Stockton area is "doubling in brass" for Victory. From its fertile farms come needed foods; from new war plants flow weapons for fighting men.

To this vital area, KGDM's new Westinghouse 5-HV transmitter is speeding news, information, entertainment . . . substantially increasing the range of the "Voice of California's Only Inland Seaport."

The skill and experience that has made these fine Westinghouse transmitters the industry's measure of performance are now engaged 100% on war duty; will be until the Axis calls it quits. "Walkie-talkies", radio locators, aircraft transmitters . . . many types of radio apparatus for war are now flowing from the plants of Westinghouse to major fighting fronts.

To wage war more effectively, Westinghouse radio research talent is probing deep into the field of electronics. And one thing you can count on is this—when the story can be told and Westinghouse war-born developments revealed and turned to peacetime use . . . the radio industry will benefit to the full. J-08052

Westinghouse
ELECTRONICS



TIMETABLE OF PROGRESS
KGDM—STOCKTON, CALIFORNIA

1926—5 Watts, 3 daytime hours daily.

1928—To 50 Watts.

1930—To 250 Watts.

1936—To 1000 Watts.

1943—To 5000 Watts with Westinghouse 5-HV Transmitter. Becomes principal CBS outlet for Central Valley Section of California.

RADIO DIVISION
BALTIMORE MARYLAND

BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

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Shunning Subsidy

THE BROADCASTING industry does not seek succor from its Government in the way of subsidy, direct or indirect but will try to use its own ingenuity in solving the financial problems of its "loser" stations. That was made abundantly clear at the NAB War Conference in Chicago when practically unanimous opposition was expressed to any direct Government purchase-of-time plan.

Now comes Senator Bankhead, of Alabama, with his well advertised bill for a $25,000,000,-$30,000,000 fund to be spent for newspaper advertising, half of it in small newspapers—journalism's counterpart of radio's "loser" stations. The measure makes no provision for radio. Mr. Bankhead says he can't make the bill all-inclusive; that perhaps other media in trouble can be cared for in supplementary measures, or perhaps through amendment of his measure.

Radio, as the NAB conference so pointedly expressed itself, wants no part of the Bankhead plan, or any other subsidy. There is extreme doubt whether his proposal will get to first base anyway. ANPA, at its convention last month, took almost identical action on the subsidy issue. These expressed attitudes, and the fact that the Bankhead measure makes no bones about stating that the money is to be spent for publication "in connection with such advertising of information, sales arguments and appeals relating to and promoting or encouraging such sales" of Treasury bonds and other Government promotions, augurs for rather stalwart opposition.

Yet radio has a right to resent the discriminatory nature of the proposed legislation. Again it's a case of concluding that radio, as a licensed medium, must give its time away. Or perhaps it's because radio hasn't made an impression upon those in politics as a fighting medium.

All other considerations aside, the problem of the small station, in outlying areas, is tough. The War Conference action, while it maintained the laudable policy of a free and "unkept" industry, nevertheless doesn't pay the bills of stations in the red or alleviate their manpower troubles. The station owners, while they have kept their self-respect, in some cases unquestionably feel they are just as far away from a solution as ever.

The statistics gathered by the FCC and cited at the War Conference failed to reveal that the difficulties of these smaller stations are worse than a year ago. But the outlook is bleak, with the descending spiral in local business, and with national business practically nonexistent for these outlets. Most of these stations have been chronic losers, it was shown.

Several proposals for alleviation of the problem were advanced in Chicago. Most of them were not premised on sound business. Those which proposed that national advertisers buy all small stations were impractical. On the other hand, we have always felt that the better secondary markets would be bought nationally, if properly packaged, promoted and sold.

The NAB meeting did the only thing it could do—urge Government agencies to process programs dealing with the war effort which can be sold locally and nationally. The biggest problem of the minor market station is manpower. Competent programming personnel is scarce. The Government, on the other hand, can pre-fabricate its programs in the same way it makes mats available to local newspapers for advertising sponsorship. The NAB also authorized a committee to set up machinery for the pooling of salable ideas for these stations.

The pinch may get tighter before it gets easier. The FCC, we feel, should ask Congress to amend the law (particularly in the light of legislative hearings on the White-Wheeler Bill this month) to allow stations in economic straits to suspend operation for the duration without prejudice to their return to the air when the war is won. The FCC says this can't be done under the existing law.

John L. & Jimmy

PRESIDENT ROOSEVELT, in his *Fireside Chat* last week on the coal miners' crisis, called attention to the "no strike" pledge of labor unions shortly after Pearl Harbor. He termed the United Mine Workers' action a breach of faith.

Those words of the President aptly apply to another kind of "strike" having a distinct and direct bearing on the war effort. When AFM Czar James C. Petrillo forbade members of his union to record for transcriptions of phonograph records last Aug. 1, he called a strike. It has been in effect since. Not a single transcription or phonograph record for customary purposes has been made since with union musicians.

The President said the heads of AFL, CIO and the Mine Workers all subscribed to the "no strike" agreement. Jimmy's AFM is an affiliate of AFL—one of its strongest units.

Jimmy's "strike" therefore constitutes a violation of that agreement. That it is hindering the war effort has been stated flatly by such officials as Elmer Davis, James Lawrence Fly and Senator D. Worth Clark (D. Idaho), chairman of the Senate subcommittee set up to investigate the whole Petrillo-provoked situation.

The NAB, at its War Conference, went strongly on record against Jimmy's tactics, and urged the transcribers to hold their ground and not yield to his money demands. NAB suggested, moreover, legal measures to end the ban as in violation of labor's pledge, and as having injured wartime morale.

The President said the miners' case is one that should be decided by the War Labor Board. It is obvious that the Petrillo case should go there too. Capitulation by the recording and transcription industries, either on principle or dollars, would go beyond the intent of wartime policy.

Concerning Copy

SCAN the breakdown of broadcast advertising last year—or for any recent year—and you'll find that substantially half of the industry's volume comes from the food, drug and cosmetic fields. The industries are radio's leading customers.

It behooves broadcasters, therefore, to know more about the advertising and exploitation problems of their best customers. These manufacturers of branded or "proprietary" products have regulatory headaches of their own, quite apart from those confronting broadcasters in the handling of such business. These inhibitions and restrictions affect their radio commercials as well as printed word advertising.

Leading authority in this field is Dr. Frederick J. Cullen, executive vice-president of The Proprietary Assn., 61-year-old trade group which has performed outstanding service for its members in matter of state and Federal regulation of these fields. Nine years ago the Association inaugurated its present activities in the self-regulation of members' advertising. Success of its activities is reflected in diminution of formal complaint.

Dr. Cullen's organization has as its objective keeping its members out of the kind of trouble which follows when advertising copy oversteps the bounds of legality or good taste. He has censored thousands of proprietary medicine advertisements, and is the leading authority in this work.

In this issue we publish an article by Dr. Cullen covering the laws and the trials and pitfalls that confront the uninitiated copywriter who tries to hit the ball with every script and layout. He gives the legal whys and wherefores in a valuable reference guide to all who come in contact with advertising copy. We commend it to all radio people who carry responsibility for what is said over the microphones. It should be preserved—and applied.

We Pay Our Respects To —

JAMES WALDO WOODRUFF JR.

BACK in 1934 James Waldo Woodruff Jr. wound up his work at Episcopal High School at Alexandria, Va. and returned to his Columbus, Ga. home, ready for college and a career. He finished off the former in a hurry at the U. of Georgia, and kept an inquiring eye in the meantime on "what to do."

Jim Senior's activities were a fertile source of assistance in settling that important question because they ranged from real estate and stocks to dye machine manufacturing and radio broadcasting, not to mention farming and dairying. Even before Jim Jr. left the university in 1936 he had sampled his father's broadcasting business on vacations and found it entirely to his measure.

At Episcopal Jim had been head monitor, football captain, winner of numerous athletic medals and awards and particularly of the Blackiston Prize (a trip to Bermuda) for outstanding leadership. When a fellow like that, having added collegiate honors as a mark of his aggressiveness and abilities, is brought into contact with a three-station broadcasting network—and they decide to woo each other—you've got a winning combination.

Today Jim Sr. is relieved of all concern with the Georgia Broadcasting System—WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Jim Jr., as executive manager, runs the show. In Columbus, where the Woodruff family has lived for more than 100 years, Jim, aged 28, is known as the busiest of young executives. In January the Distinguished Service Award Key of the Columbus Junior Chamber of Commerce paid tribute for the whole town to Jim's enviable qualities of personality and ability.

The award of the key was an easy choice for the committee. For Jim is chairman of the Red Cross War Fund for Muscogee county, director of the First National Bank, member of the Alabama-Georgia Boy Scout executive committee, youngest member of the Merchants Assn. directorate; retiring president of the state association of broadcasters; director, Senior Chamber of Commerce and numerous other civic responsibilities cheerfully and well served; not to mention the fact that he is not only in his second term as a director at large of the NAB—but the youngest to hold such office. To top off his honors he was elected Director of NAB District 5, for a two-year term, effective at the NAB War Conference in Chicago, April 27-29.

At the Chicago War Conference Jimmy was named Chairman of the Small Station Problems Committee. The committee came up with suggestions unanimously adopted both by the Conference and the Board of Directors.

Jim is described in his home bailiwick as genial and good-humored but with an underlying business determination which produces the right idea and its prompt and efficient execution at the right time. He's modest, seldom gets perturbed and has a world of patience. He likes things done promptly and of course likes them done well. And like most good leaders he helps get them done himself.

Football remains his outstanding interest outside of the office. Wherever there's a game on, there also will be Jim, with a portable under one arm so he can get everything the announcer in the booth is offering. He makes home movies and is actively interested in local charities. At Georgia U. he was a member of Sigma Epsilon and Pelican.

In 1937 he married Catherine Leslie Mullins, and lives modestly in Columbus in a story-book cottage among roses and magnolias.

Personal NOTES

MRS. ROYAL MILLER, wife of the owner of KROY, Sacramento, is acting as manager in the absence for the duration of Bill Thompson, who is in the Navy as a commissioned officer. D. E. Lundy, sales manager, is acting in an advisory capacity to Mrs. Miller.

CAPT. GRIFFITH THOMPSON, general manager of WBYN, Brooklyn, before joining the Special Service Branch of the Army, is in Halloran Hospital, Staten Island, N. Y., undergoing treatment for head injuries received in a fall several weeks ago.

F. J. HEALY, former vice-president in charge of the lighting division of Sylvania Electric Products, New York, has been appointed vice-president in charge of operations. In his new position, Mr. Healy will be responsible for all manufacturing operations in both the lighting and radio-tube divisions.

J. J. CLAREY Jr., foreign advertising manager of Bristol-Myers Co., New York, and recently elected president of the Export Adv. Assn., has been named chairman of the committee on radio and press, a division of the 1943 Foreign Trade Week Committee, for the New York metropolitan district. Foreign Trade Week will be observed May 16-22, with special meetings to be held at the Hotel Astor, New York.

JACK HOWELL, former manager of KOMA, Oklahoma City, has joined the Navy and is taking basic training at Camp Peary, Williamsburg, Va.

SIDNEY DEAN, former account executive of J. Walter Thompson Co., New York, is a recent graduate of the Army Air Forces OCS.

FRANK FENTON, time salesman for WLW in New York, is now attending the Army Air Forces Officers' Candidate School at Miami Beach.

DR. AUGUSTIN FRIGON, assistant general manager of the CBC, Montreal, will spend two weeks in Jamaica making a survey and recommendations concerning the possible extension of broadcasting services on the West Indian island. Dr. Frigon has been loaned to the Jamaican government to advise on the best type of organization from the technical and administrative points of view.

ARTHUR SIMON, general manager of WPEN, Philadelphia, has gone to the Mayo Clinic at Rochester, Minn., for a two-week physical check-up.

DAN PARK, former salesman of KYW, Philadelphia, graduated from OCS last week. He is father of a baby girl born recently.

KEN KENNEDY, account executive of KTMS, Santa Barbara, has been transferred from that station's Ventura, Cal., staff to replace Jess Jones, recently inducted into the Army.

JOHN W. ELWOOD, general manager of KPO, San Francisco, is on a business trip to New York and Washington, D. C., expecting to return about the middle of May.

MERWYN McCABE, account executive of KFRC, San Francisco, recently is father of a baby boy.

ENSIGN JOSEPH H. ZIAS, attached to the War Plans Section, Office of Naval Communications, Washington, has been promoted to rank of lieutenant (j.g.). He formerly was with the radio law firm of Loucks & Scharfeld.

MILLER McCLINTOCK, Mutual president, has been appointed a member of the executive committee of the Federal Radio Educational Committee of the U. S. Office of Education.

HUGH GAGE of the sales department of CKWS, Kingston, Ont., has been transferred to the commercial department of CFCH, North Bay, Ont.

HAROLD LEVEY, of Washington, D. C., and Mrs. Edgar T. Hanson have joined the sales department of WLOL, Minneapolis.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., has returned to his desk after a tonsil operation.

EDWIN P. CURTIN, formerly with BBDO and NBC and ex-radio publicity head of the New York World's Fair, has been advanced to the rank of lieutenant colonel at Camp Wheeler, Ga. After brief service with the radio branch of the War Department Bureau of Public Relations, Col. Curtin requested troop duty and has subsequently earned promotions at Camp Wheeler as commanding officer of the Tenth Training Battalion.

LEWIS W. WATERS, formerly vice-president in charge of research and development of General Foods Corp., New York, has been named to the newly created post of vice-president in charge of scientific relations. Thomas M. Rector, formerly manager of the company's central laboratories in Hoboken, has been named manager of research and development. Mr. Waters' new post was established in recognition of the increasing importance of a scientific approach to the basic problems of nutrition, as differentiated from commercial research, according to Clarence Francis, G-F president.

BENNET LOWRY, former office manager of Whittelsey Inc., New York, and for the five previous years assistant personnel manager of Certain-Teed Products Corp., New York, has joined CBS as employment manager, according to an announcement last week by Francis C. Barton Jr., CBS personnel manager.

J. J. CLAREY JR., who resigned in February, 1942, as president of Export Adv. Assn., to join the radio division of the Office of the Coordinator of Inter-American Affairs was re-elected head of the association at its annual meeting in New York Wednesday, April 28. All other nominees on the slate (BROADCASTING, April 26) were elected.

Wm. D. Murray

WILLIAM D. MURRAY, 42, vice-president of the Hudson Adv. Co., New York, died May 2 at his home in Yonkers, N. Y. Mr. Murray joined the agency, which was founded by his father, after his graduation from Harvard in 1921. He is survived by his parents, his wife, a sister and two brothers.

FDR Miner Rating

PRESIDENT ROOSEVELT's four network address on the coal strike May 2 was heard by a listening audience of 43,761,000 persons, according to a survey made by C. E. Hooper Inc. and released by CBS. Rating of 56.7 compares with report on the President's Lincoln's birthday talk, Feb. 12, which received a Hooper rating of 57.1. Presidential talk on Washington's birthday was rated at 46.2.

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

BEHIND the MIKE

HOWARD GRAY, chief announcer of KFVD, Los Angeles, is the father of a girl born April 19.

ALVIN WILDER, news analyst-commentator, on April 30 started a twice-weekly quarter-hour commentary on KFI, Los Angeles, Friday, 5:30-5:45 p.m. (PWT), and Sunday, 10:45-11 a.m. (PWT). In addition he conducts a similar weekly series on KECA, that city.

WILLIS OBORN, formerly in charge of BLUE Hollywood mailroom, has been shifted to that network's announcing staff as vacation announcer.

ABBOTT TESSMAN, Hollywood announcer on the four-weekly quarter-hour Raymond Graham Swing program, sponsored by Socony Oil Co., on BLUE stations, has been inducted into the Army. Henry A. (Hank) Weaver has taken over Mr. Tessman's duties.

TOM BRENEMAN, Hollywood m.c. of the six-weekly *Breakfast at Sardi's* cooperatively sponsored on BLUE stations, in late April received the honorary title, "Commander of Hollywood Flight Squadron, U. S. Navy," in recognition of recruiting work for that branch. A squadron was organized from applicants whose enlistments followed Breneman's talk on opportunities in naval aviation during a recent broadcast.

FAYE SILVER, of KROY, Sacramento, has joined KHUB, Watsonville, Cal., as director of Women's programs.

IN THE
Atlantic
the more war bonds you buy... the safer will be our supply lines to fighting fronts ...so buy more!
IN
St. Louis
the better you rest at night... the more efficient you'll be next day... so stop at
HOTEL
Lennox
EVERY ROOM AIR CONDITIONED
NOISE-PROOFED FROM $3.00

RADIO CARRIES ON the old theater tradition and the show goes on. Ruth Lyons, who presents the *Consumers Foundation* program on WLW and *The Pettycoat Party Line* show on WSAI, does just this as she is quarantined at home by illness in her family. Walter Rogers, WLW-WSAI engineer, checks broadcast time on Miss Lyons' front porch.

BILLY MILLS, musical director of the weekly NBC Fibber McGee & Molly, sponsored by S. C. Johnson & Sons Inc. (wax products), has been elected Southern California vice-president of Beta Theta Pi, social fraternity.

FEY ROGERS, program manager of WOPI, Bristol, Tenn., was named "Bristol's Leading young 1942 citizen" by the Junior Chamber of Commerce. He was cited for his work promoting 10% War Bond Savings, Red Cross, Salvation Army, and the Junior Chamber of Commerce.

ELIZABETH HART and Louis Rowen, staff announcers of NBC, Chicago, were married at Waukegan, Ill.

WILLIAM B. RAY, director of news and special events of NBC, Chicago, is the father of a boy.

BOB KESTEN, program director of CKWS, Kingston, Ont., has been commissioned a lieutenant in the Royal Canadian Corps of Signals, and is training at Three Rivers, Que., and Brockville, Ont. Before joining CKWS he was a freelance producer at Toronto, and with Ardiel Adv. Agency, Toronto.

CY STRANGE, formerly of CKGB, Timmins, Ont., has been appointed program director of CKWS, Kingston, Ont.

VERNON BARTLETT, BBC news analyst, and a member of the British Parliament, will be heard on CBS May 20, following his arrival in this country for a lecture tour. This will be his third visit to America.

PHIL CLAYTON, formerly of CKCR, Kitchener, Ont., has been appointed program director of CFCH, North Bay, Ont.

PAUL WHITEMAN, BLUE Network musical director, was in San Francisco the latter part of April to confer with KGO Manager Don Searle, Bob Dwan, program manager, and other executives on plans for musical programs originating in San Francisco.

BETTY BERRY has joined the sound effects and transcription department of WEEI, Boston.

CECIL WOODLAND, continuity director of WSNY, Schenectady, on April 10 married Anne Graber, of Schenectady.

GEORGE THEERINGER, sports commentator of WSNY, Schenectady, has enlisted in the Marines and will be succeeded by Carol (Pink) Gardner, former light-heavyweight wrestling champion.

MARY LOU EVANS, new to radio, has joined W1XTG, FM affiliate of WTAG, Worcester.

KATE SMITH, CBS star of two General Foods programs, marked her twelfth year on the air May 1—also her 33rd birthday. Actual celebration took place April 30, on her regular Friday night program, now originating temporarily from the West Coast. Agency for Kate Smith's programs is Young & Rubicam, New York.

AL ROBINSON has returned to the announcing staff of WRDW, Augusta, Ga., and Bill Wofford, staff vocalist, is now announcing in place of Dick Goode who, joined the Army.

STELLA HOLOWELL, writer, following a four-year absence, has rejoined continuity department of KTMS, Santa Barbara, Cal., and is assigned to *Woman's Page of the Air*.

ROLAND J. SCHUMACHER, head of the traffic education division of the St. Louis Police Department and conductor of the weekly program, *So It Can't Happen to You* over KXOK, St. Louis, has been promoted to the rank of lieutenant. Landis Wilkenson, announcer, has received orders to report for active duty as a flying cadet in the Army. He will report to Camp Sheppard, Texas, for preliminary training.

MAX MELLINGER, former announcer of KFOX, Long Beach, Cal., has joined KFDB, Los Angeles.

BETTY BREWER of the KXOK, St. Louis, continuity department, was married last week to Lt. Paul Ley of the Army Air Forces. They will live temporarily in Colorado.

PVT. WALTER WINKOPP, announcer-producer known as Walter Windsor when on WMCA, New York, WSGN, Birmingham, and KLO, Salt Lake City, is now handling a weekly all-soldier show, *Fall in for Fun*, over KVEC, San Luis Obispo, Cal., where he is stationed with the 23d Special Service Unit. Pvt. Eddy King, formerly with KPO, San Francisco, is in the same unit.

BOB KNOX has joined the announcing staff of WIBG, Philadelphia.

JOANNE ROBERTS succeeds Franklin D. Little, now an aviation cadet, as traffic manager of KTAR, Phoenix.

HUNTER HANCOCK, formerly of KPAB, Laredo, Tex., has joined announcing staff of KFVD, Los Angeles.

ERNEST MORGAN, production manager of CBR, Vancouver, has been appointed Pacific Region program director of the Canadian Broadcasting Corp. Andrew Allan, CBS Pacific Region drama division chief, succeeds Morgan as CBR production manager, while retaining control of the drama division.

DAVID MANNING, announcer of KFVD, Los Angeles, is the father of a boy born April 27.

THE FIRST 100 SPONSORS ARE THE HARDEST!

100th Sponsor Signs Up Radio's Most Sponsored Program

Last week Fulton Lewis, Jr., Mutual's Washington Commentator, accepted his 100th current sponsor, making the newscaster radio's "most sponsored personality."

Lewis' commentaries (Monday through Fridays, 7 P.M. EWT) are cooperatively and locally sponsored in individual cities by different advertisers, ranging from a men's hand laundry to a concrete construction and supply company.

His radical innovation in sponsored broadcasting soared under the impetus of typical Lewis' scoops. Proof of his ability was noted this year when the Alfred I. DuPont Radio Commentator Award for outstanding reporting of the news was awarded to . .

• *Stanley Seibel, General Sales Manager, Cereophyl Laboratories, signs the contract making him Lewis' 100th current sponsor. William B. Dolph, WOL, and personal manager of Lewis looks on.*

FULTON LEWIS, JR.

. . . tell him at your one time quarter hour rate per week. Wire or write WILLIAM B. DOLPH,

WOL

WASHINGTON, D. C.

Originating from WOL Washington, D. C., affiliated with the MUTUAL BROADCASTING SYSTEM

• *Mr Frank Kirchop, president of the American National Bank of Denver and Lewis' oldest continuous sponsor, takes time out to renew his contract. With him are Gene O'Fallon, KFEL, and Mrs. Ethel Keane, Keane Advt. Agency.*

FRED SCOTT, announcer of WKRC, Cincinnati, has reported to the Army in Louisville, to enter OCS. It was erroneously reported in the April 26 issue of BROADCASTING that Fred Dodge, who is program director of WKRC, had been inducted. He is still on the job.

JACK MOSMAN, an assistant director in network operations, resigned from CBS April 30 to join the Navy as an ensign, after seven years with the network.

BILL REID has joined CKMO, Vancouver, as announcer, coming from CKWS, Kingston, Ont.

KEN BENNETT, former announcer of KHJ, Hollywood, has joined KFI-KECA Los Angeles, replacing Rollie Thomas, recently inducted into the Army.

ELENOR TARSHIS, former continuity editor of WKIP, Poughkeepsie, is now with the international division of NBC.

SUBSTITUTING for Velma Michener, mistress of ceremonies of *Budget Brigade* on KLZ, Denver, is Pete Smythe, station's new program director, backed up by Les Weelans, KLZ music director. Station didn't say whether Denver has a womanpower problem.

ROBERT H. WESSON, publicity director of KGO, San Francisco, has been promoted to manager of promotion and publicity for the station, replacing J. Gilbert Paltridge. Janet Matter, former assistant in the press department, will handle publicity under Mr. Wesson's direction.

JERRY SOESBEE, formerly of WPTF, Raleigh, N. C., has joined the announcing staff of WWNC, Asheville, N. C.

JOHN HENKES has joined WLOL, Minneapolis, as announcer, coming from KVOX, Fargo.

CATHERINE RUTHERFORD, new to radio, has joined WWNC, Asheville, N. C., as copy writer and director of women's programs.

JOHN J. ANTHONY, conductor of the *Good Will Hour*, is the subject of an article, "Self-Made Solomon", by Earl Wilson, appearing in the May 8 *Saturday Evening Post*. *The Good Will Hour* is sponsored by Ironized Yeast Co. on the BLUE on Sunday evenings.

ORRIN E. DUNLAP Jr., director of information of RCA, has contracted to write a book, "Radios 100 Men of Science," for Harper & Bros., to be published next spring.

PAUL BARON, band leader, has joined CBS as a staff conductor.

JOEL CHESNEY, announcer of WINS, New York, has taken on additional duties as assistant production manager. Mr. Chesney was formerly announcer of WAAT, Jersey City, and previously announcer, chief of continuity and traffic manager of WFPG, Atlantic City.

JOE WHITE, onetime singer on NBC's *Silvertown* program, and now with the network's record library, broke his leg last week, and is recovering at Roosevelt Hospital, New York.

LIEUT. (j.g.) JERRY DANZIG, former director of publicity of WOR, New York, has been reported on active duty somewhere on the Atlantic. He has been in the Navy for the last year, stationed in the New York area.

JOE NOVENSON, former announcer of WFIL, Philadelphia, has graduated from OCS and has been commissioned a second lieutenant in the Army Air Corps.

WALLY SHELDON, former announcer of WCAU, Philadelphia, has received his commission as second lieutenant at the Army Air Force Communications Cadet School at New Haven, Conn., and is assigned for duty in Florida.

LARRY THOMAS, news announcer of WDAS, Philadelphia, leaves this week to join the Army.

ROY PICKETT, former announcer on Detroit stations, has joined KIEV, Glendale, Cal.

NORMAN ROSTEN, poet whose scripts have been heard on NBC's *Cavalcade of America*, sponsored by E. I. DuPont de Nemours Co., has won the Lola Ridge Memorial Award of $100 from the Poetry Society of America. Award was for a group of five "Poems of Our Time."

BILL HART, announcer of WDRC Hartford, has been named president of the station's "Strictly Swing Club," which has more than [illegible] members. Hart succeeds Russell Naughton, who has just entered the Army. The *Strictly Swing* program is heard each Saturday afternoon for an hour, and the club has been in existence for more than five years.

PAUL J. CLARKE, announcer, has left WMT, Cedar Rapids, Ia., to join KVOR, Colo.

ARNIM POLSTER has left WOAI San Antonio, to join WTAR, Norfolk, Va., as announcer. He will be known as Allan Polster. Bill Warren, formerly with the New York *Times*, has joined the staff as announcer.

STUART HANNON, traveller-scholar, on May 2 started a weekly quarter-hour news commentary on BLUE Pacific stations, Sunday, 10:45-11 a.m. (PWT).

CATHERINE SIBLEY, writer, producer and lecturer, has been named director of public service for KPO San Francisco. She replaces Leonard B. Gross, who has gone into military service.

LOUISE LANDIS, manager of the press department of KPO, San Francisco, recently resigned to join one of the government agencies in San Francisco.

DARYLE HUTCHINS, announcer formerly of KLX, Oakland, Cal., has joined KPO, San Francisco, replacing Bill Roddy, who has joined the merchant marine.

GEORGE CARAKER, news commentator of KPO, San Francisco, recently began a series of lectures on the war situation in the San Francisco bay area.

POLLY WHITTAKER, former announcer at stations in St. Louis and Lancaster, Pa., has joined WDAS, Philadelphia.

ARTHUR SILVERLAKE, Hollywood radio-film actor known professionally as Arthur Lake, and portrayer of Dagwood on the weekly CBS *Blondie*, in a recent Los Angeles Superior Court action legalized his professional name.

ROLAND DAWSON, for the last year production manager of WCHS, Charleston, W. Va., was named production manager of WIP, Philadelphia, succeeding Varner Paulson, who went into the Army. Dawson previously was associated for 13 years with WJSV and WOL, Washington, D. C.

"HERE Y'ARE, FELLERS! GIT YOUR COPY OF THE NEW WDAY DATA BOOK! SEE FER YOURSELF WHY WDAY AND THE RED RIVER VALLEY MEAN BUSINESS FER SMART ADVERTISERS!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

KDKA

JACK COSTELLO, NBC announcer (right), as he receives an Honorary Degree of Litt D., in recognition of his announcing on *The Catholic Hour*, from St. Bonaventure College, Olean, N. Y. Presentation was made by Father Thomas Plassman, president (left).

GEORGIA FULLER, formerly of the program department of NBC Chicago, has been transferred to the international broadcasting division of NBC New York.

JOHN ELLIOTTE, Hollywood writer on the weekly NBC *Chase & Sanborn Show*, has joined the writing staff of that network.

SGT. LARRY HAYS, writer-narrator of the weekly Mutual *Halls of Montezuma*, half-hour series presented under auspices of the U. S. Marine Corps, and formerly Vallejo, Cal., station manager, has been commissioned a first lieutenant.

HUGH W. MORRISON, former supervisor of talks for the Canadian Broadcasting Corp., Toronto, and now assistant to the president of British West Indian Airways, New York, is the father of a boy.

FRANCES JENSEN, who came to KGNC, Amarillo, Tex., from KSAL, Salina, Kan., as continuity writer, is in addition now teamed with musical director Eddie Baumel at the organ in early morning songs. Don Boles, new to radio, has joined the staff as announcer.

MELVIN DRAKE, manager of KGGF, Coffeyville, Kan., and Dick Campbell, program manager, are fathers of baby boys, and Bert Powell, continuity chief, is father of a baby girl.

RON RAWSON, new announcer of KXOK, St. Louis, will broadcast all home games of the Cardinals and Browns with France Laux, who is now in his third year of play-by-play descriptions on KXOK.

BOB HAFTER has been given the production assignment on the weekly CBS *Hollywood Showcase* when the series expanded to Pacific stations of the network on April 30.

HELEN WILDERMUTH, BLUE's head of program analysis, left the network May 7, to join the Red Cross Overseas Military Relief Service as staff assistant, after six years with NBC and BLUE.

EVERETT F. GOODMAN, vice president of Harry S. Goodman Radio productions, has enlisted in the Army and is to take Officer training in the Chemical Warfare Corps.

DENNIS DAY, Hollywood vocalist-comedian featured on the weekly NBC *Jack Benny Show*, is scheduled for an overseas entertainment assignment during mid-June. The half-hour variety series concludes current season with May 30 broadcast.

Russ Johnston Moves

RUSS JOHNSTON, Pacific Coast program sales manager of CBS, Hollywood, has joined McCann-Erickson Inc., as Hollywood radio director and agency producer on the weekly CBS *Grapevine Rancho*, sponsored by Roma Wine Co. Inc. Mr. Johnston will continue, however, in his former post until Donald W. Thornburgh, Pacific Coast vice-president of CBS, Hollywood, returns from current conferences with New York network executives and chooses a successor.

WINS Defense Day

WINS, New York, turned over to the local Civilian Defense Volunteer Office its entire broadcasting time, May 6. While commercials were retained throughout the day, sponsored and sustaining programs were either devoted entirely to airing appeals for the CDVO or carried spot announcements in behalf of the agency's needs.

$100,000 FOR RECORDS
WTMJ Audience Buys Bonds
To Watch Program

BOX-OFFICE charge was collected by WTMJ, Milwaukee, for the first time May 1, but all of the proceeds —$100,000—went to Uncle Sam. Unusual feature of WTMJ's sizable contribution to the Second War Loan Drive is that the 400 listeners paid their money to witness a broadcast of a record show.

Milwaukeeans have attended broadcasts of the hour-and-a-half *Rumpus Room Session* for more than 350 nights, but on May 1, m.c. Johnnie Olson closed the house except to persons buying War Bonds. Idea clicked, and *Rumpus Room Session's* Bond Night was a sell-out.

BETTY WASON, former CBS war correspondent in Athens, is author of a book on the Axis invasion of Greece titled *Miracle in Hellas*, which was published last week by Macmillan Co., New York.

Centaur Drive for ZBT May Exceed Last Year

CENTAUR Co. Division of Sterling Drug Inc. will start its annual spring and summer campaign for ZBT baby powder May 17, with a slight increase in time purchase over last year. Schedule includes twice-weekly participations on Adelaide Hawley's *Women's Page of the Air* on WABC, New York, and three-a-week sponsorship of quarter-hour units of Martin Block's *Make Believe Ballroom* on WNEW, New York. Hitchhike announcements for ZBT will be broadcast weekly from April 5 to Sept. 1 on *Lorenzo Jones* and *Young Widder Brown*, NBC daytime serials sponsored respectively by Bayer Co. and Chas. H. Phillips Chemical Co. divisions of Sterling. Pedlar & Ryan, New York, handles the ZBT advertising; Bayer and Phillips accounts are handled by Blackett-Sample-Hummert, New York.

Editor's note: This corrects item published in May 3 issue, page 64.

COVERING A BILLION-DOLLAR MARKET!

Lots 'a Mail THAT'S FINE!

Lots 'a Sales THAT'S BETTER!

The Lucky Coverage AREA

800,000 PIECES OF MAIL RECEIVED ANNUALLY!

—and they not only "write in"

BUT THEY BUY!

600,000 PIECES INCLUDED PROOF OF PURCHASE

AND HERE'S WHY!

KWFT SERVES...

39% OF ALL RADIO HOMES IN TEXAS

56% OF ALL OKLAHOMA RADIO HOMES

"GOOD LUCK" ON ANY SCHEDULE DIRECTED TO THE SOUTHWEST

*5,000 WATTS DAY *1,000 WATTS NIGHT

620 K., THE CHOICE SPOT ON THE DIAL

KWFT WICHITA BROADCASTING COMPANY

Wichita Falls, Texas

National Representative—PAUL H. RAYMER CO.

CBS

WARTIME SERVICE COMMITTEE of Philadelphia's Poor Richard Club, advertising agency group, discussed advertising's contribution to the war effort on the *Sweet Land of Liberty* program sponsored by the Land Title and Trust Co. on WFIL, Philadelphia. Around the mike (l to r) are Don Martin, producer and director of the show; William Berry, a former president of Poor Richard; Harold Le Duc, advertising manager of the Bell Telephone Co.; Jason Johnson, narrator of the program; Jerome B. Gray, of Gray & Rogers Adv. Agency; John Gnagy, advertising executive of the John Wanamaker department store; Peter L. Schauble, president of Poor Richard.

10 OUT OF 12

OF THE HIGHEST HOOPER-RATED NEWSCASTERS HEARD IN HOUSTON EACH WEEK ARE ON KXYZ

RAYMOND GRAM SWING • UPTON CLOSE
EARL GODWIN • ROY PORTER • GABRIEL HEATTER • DOROTHY THOMPSON • DREW PEARSON • RAY CLAPPER • JOHN W VANDERCOOK • JOHN GUNTHER

NOW 5000 WATTS ON 1320 KC

Attractive Combination Rates on KXYZ, KRIS (Corpus Christi)

KXYZ
HOUSTON, TEXAS
1320 KC BLUE, MUTUAL

REPRESENTED BY THE BRANHAM COMPANY

WLB Grants Rise In AFRA Salaries

Allows 4½ to 10% to Talent of Seven Companies

THE WAR Labor Board has notified the American Federation of Radio Artists that it has approved the 10% increases in minimum scale in network sustaining contracts as agreed upon by AFRA and the networks last winter. Increases are made retroactive to Dec. 15, 1942, date on which the agreements were reached, the Board's letter states.

Similar 10% increases for staff announcers on separate staff contracts on the BLUE and NBC in New York and Chicago were also approved by the WLB. A 6% increase requested under all staff contracts, including announcers, production and sound effects men and assistant directors, at KNX, CBS station in Los Angeles, was curtailed to 4.5% by the WLB, since this amount represented the Board's computation of the differences between increases already allowed by the "Little Steel" formula. The KNX employes had granted and the maximum 15% achieved increases of approximately 10% when their contracts were renewed in 1941.

Within 15% Formula

The WLB approved 10% increases in the NBC and CBS sound effects contracts in Chicago, but made them retroactive to Jan. 1 and Jan. 17 respectively, dates on which these increases were agreed on by AFRA and the networks. The Board did not approve 10% increases for the sound effects men at WGN, Mutual station in Chicago, nor for staff announcers at WTAM, NBC station in Cleveland, however, since both of these contracts had been signed in 1941 within the period of the "Little Steel" formula and the increases received at that time used up the 15% maximum.

Also disapproved was the 10% increase agreed to by AFRA and the Don Lee Broadcasting System for present staff employes, since Don Lee already pays ratese 10% above the minimum, but the WLB approved this increase for new employes. In this, and in the WTAM announcers' and the WGN sound effects men's contracts, AFRA is studying the "Little Steel" formula for possibilities of applying for reconsideration of applied-for increases by the WLB.

Approval of the 10% increases in the network sustaining minimums by the WLB is believed to presage similar Board approval of 10% increases in minimums in AFRA's commercial code, which is now awaiting WLB action.

WWL TECHNICIANS WIN ARBITRATION

RULING that technician's wages at WWL, New Orleans, present a gross inequity, J. Willard Riding, arbitrator for the U. S. Conciliation Service, last week recommended wage increases for members of the International Brotherhood of Electrical Workers serving as transmitter engineers and control room operators at the Loyola U. station.

Outcome of the arbitrator's decision, which followed "cooperative" and "friendly" discussions, remains in doubt however, in view of the national stabilization policy at present prohibiting wage increases on ground of gross inequity.

The arbitrator found for the union on both issues, the first being one scale for both transmitter engineers and control room operators, and the second, the wage increase. Mr. Riding said 28 of 32 50,000 watts stations had uniform pay scales, and that it apparently "is the general practice of the industry." He found WWL paid an average of $38.49 weekly to technicians compared to $55.78 for ten similar stations. Decision is retroactive to Nov. 16, 1942.

WBBM Sustainer

ANOTHER in a series of CBS affiliate-built programs [BROADCASTING, April 12] is now heard Wednesday nights, 12:05-12:30 a.m., under the title *Forty Chicagoans*. Caesar Petrillo's orchestra, Jack Fulton, singer, the Robert Childe Choir and guest soloists are heard in a program of modern and semi-classifical music. Series originates at WBBM, Chicago.

TEST YOUR KNOWLEDGE OF PANAMA

1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co., Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Radio Advertisers

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., as part of its current employment campaign on May 7 started sponsoring weekly spot announcements on KFI and KECA, Los Angeles. Contracts are for 13 weeks. Firm also sponsors a varied schedule of five-minute transcriptions on those stations as well as KMPC KHJ KNX. Emil Reig Co., Los Angeles, has the account.

FOREST LAWN Memorial Park Assn., Glendale, Cal., on May 3 increased participation in *Art Baker's Notebook* on KFI, Los Angeles, to five times per week. Contract is for 47 weeks. Firm also sponsors five-weekly quarter-hour series, *Bill Hay Reads the Bible*, on KHJ, Hollywood, as well as weekly quarter-hour Sunday afternoon program, *This Is Bill Hay*, on KNX, that city. Agency is Dan B. Miner Co., Los Angeles.

FODOLOR MOTORS Inc., Los Angeles (used cars), on May 4 increased its thrice-weekly quarter-hour newscast schedule on KECA, that city, to six periods per week. Contract is for 39 weeks. Firm also sponsors six weekly half-hour participations in *Stuart Hamblen* on KFVD and KFWB. Allied Adv. Agencies, Los Angeles, has the account.

BENSON SHOPS, Los Angeles (Women's apparel), is sponsoring a weekly half-hour transcribed musical program, *Pan American Rhythms*, on KECA, Los Angeles, Sunday, 4:30-5 p.m. (PWT). Contract is for 6 weeks, started May 1. Glasser-Gailey & Co., Los Angeles, has the account.

BU-TAY PRODUCTS Inc., Huntington Park, Cal. (Rain Drops water softener), on May 10 starts a thrice-weekly announcement schedule on KARM, Fresno, Cal., and on May 17 adds 5 announcements per week on KIDO, Boise, Ida. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

HAWAII THEATRE, Hollywood, in a local theatre attendance campaign which parallels showing of the current film, "Journey Into Fear", is sponsoring a transcribed spot announcement schedule varying from one to three announcements daily on 9 Los Angeles area stations (KHJ KECA KMPC KIEV KFVD KMTR KFWB KFAC KRKD). Campaign, started April 13, is scheduled to continue during run of the picture, which is now booked for 8 weeks. Placement is through Dean L. Simmons, Hollywood.

BROOKS Inc., Los Angeles (clothing chain), is sponsoring a five-weekly quarter-hour afternoon newscast, in addition to a similar early evening period six times per week on KECA, Los Angeles. Contract is for 52 weeks. Firm also sponsors a weekly quarter-hour Sunday newscast on KFI, that city. Hillman-Shane-Breyer, Los Angeles, has the account.

HELENA RUBENSTEIN Inc., New York, through its newly appointed agency Pettingell & Fenton, New York, has started weekly sponsorship of Alice Hughes, commentator, on WMCA, New York. Quarter-hour program is aired in behalf of Rubenstein cosmetics each Monday. Firm has not used radio for several years.

WILSON FLY PAD Co., Hamilton, Ont., on June 14 starts *Hank, the Yodelling Ranger*, one-minute programette on 22 Canadian stations three times daily alternate days, alternate weeks. Account was placed by A. McKim Ltd., Toronto.

MIDLAND SHOE Co., St. Louis (Penmoore shoes). Plans to use radio and other media. Datche Adv. Co., St. Louis, has the account.

SANTE CHEMICAL Co., New York (Sul-Ray Colloidal Sulphur Bath), Radio and other media handled through Hal. A. Salzman Inc. Hal A. Salzman is account executive.

INTERSTATE BAKERIES Corp., Los Angeles (bread), in a 13-week spring campaign which started during early May, has increased its total schedule of spot announcements on KHJ KNX and KECA, to 24 per week, and added from 5 to 7 similar announcements weekly on 5 other Los Angeles area stations (KFVD KFWB KMPC KFAC KRKD). Firm in addition on May 3 started sponsoring Boake Carter for 13 weeks on KXO, El Centro, Cal. Firm also sponsors a six-weekly noon newscast on KTMS, Santa Barbara. Agency is Dan B. Miner Co., Los Angeles.

COOPER BREWING Co., Philadelphia, is promoting its Cooper beer with a nightly five-minute period on WFIL, Philadelphia, called *News Highlight of the Day* with Norman Jay doing the commentary. Started May 3, the series is scheduled for 26 weeks, placed thru Earle A. Buckley Agency, Philadelphia.

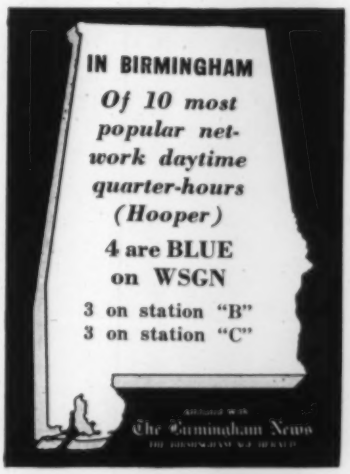
ESSLINGER Inc., Philadelphia (Esslinger beer), has added a third station to cover a third market for its weekly variety show, *The Flavor Lingers*, which originates each Wednesday evening at KYW, Philadelphia. In addition to feeding the program to WBAB, Atlantic City, KYW now feeds the half-hour program to WDEL, Wilmington, Del. Agency is Gray & Rogers, Philadelphia.

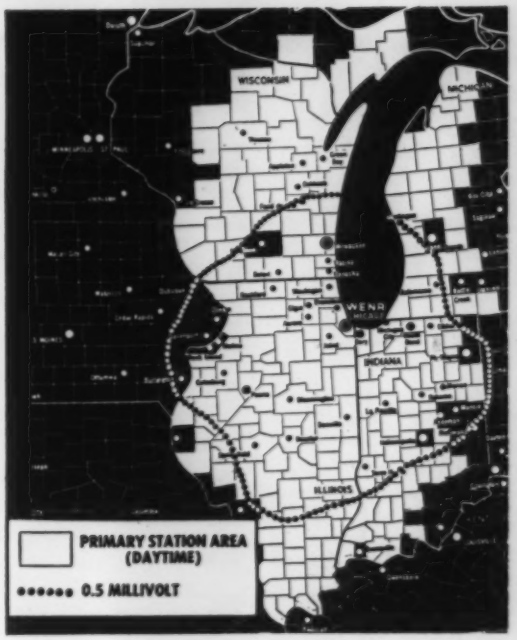
BURMA-VITA Co., Minneapolis, has taken five-minutes daily participation, six times weekly, in the *Musical Clock* morning show of KYW, Philadelphia, for Burma Shave. Scheduled at 8:15 a.m., the five minutes is devoted to a round-up of the day's lighter and unusual news happenings by Leroy Miller. The transcribed commercials featuring *Miss Burma* are in keeping with the lighter type of news stories used. Agency is Hays-MacFarland, Chicago.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 2 starts dramatized announcements 4 times weekly on 23 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WFTB on CBS

WFTB, Sarasota, Fla., will join CBS in the near future as a bonus station available with the network's Florida Group. WFTB operates full time with 250 watts on 1450 kc.


IN BIRMINGHAM
Of 10 most popular network daytime quarter-hours (Hooper)
4 are BLUE on WSGN
3 on station "B"
3 on station "C"
The Birmingham News



"That's a lot of coverage . . . but

DOES ANYONE LISTEN TO WENR?"

You be the judge!

■ *A WENR advertiser received 700% more returns than expected!*

■ *A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!*

■ *On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!*

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	——
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

** Based on a 15-minute daytime show, 5 times per week. Source — NBC All-County Survey.*

WENR

50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago San Francisco Hollywood Detroit

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Francisco

B. Cribari & Sons, San Francisco (Cribari wines), *sa* weekly, thru J. H. Diamond, San Francisco.
Luden's, Reading, Pa. (cough drops) 6 *sa* weekly, thru J. H. Mathes, N. Y.
Weinstein Co., San Francisco (department store chain), *sp* weekly, direct.
Ex Lax Mfg. Co., Brooklyn (laxative) 5 *sa* weekly, thru Joseph Katz Co., Baltimore.
Fox West Coast Theaters, San Francisco, 7 *sa* weekly, direct.
Coronet Magazine, New York, 11 *sa* weekly, thru Schwimmer & Scott, N. Y.
Carter Products, New York (liver pills) 3 *sp* weekly, thru Street & Finney, N. Y.
Petri Wine Co., San Francisco, weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco (Hollywood bread) *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Kilpatrick Bakeries, Oakland, *sa* weekly, thru Emil Reinhardt Adv., Oakland, Cal.
New Century Beverage Co., San Francisco (Belfast Sparkling water) 2 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Barrett & Hilp, San Francisco (construction) 5 *sa* weekly, thru A. E. Nelson Co., San Francisco.
Progressive Optical System, Fresno, Cal. (optical goods) 6 *sa* weekly, thru W. L. Gleeson, Riverside, Cal.
Bethlehem-Alameda Shipyards, Alameda, Cal. (employment) 33 *sa*, *ta* weekly, thru Ryder & Ingram, Oakland, Cal.
National Biscuit Co., New York (Shredies) 6 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Lockhardt Seed Co., San Francisco, 7 *sa* weekly, direct.
Fox West Coast Theatres, San Francisco, *ta*, *sa* weekly, direct.
MacFadden Publications, New York (*True Story* magazine) 2 *sp weekly*, thru Raymond Spector, N. Y.
Kilpatrick Bakeries, Oakland, Cal. (Kilpatrick's bread), *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Moore Drydock Co., Oakland, Cal. (employment) 5 *ne* weekly, direct.
Curtis Publishing Co., Philadelphia (Saturevepost) 3 *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds and Palmolive soap) 4 *sa* weekly, thru Wm. Esty & Co., N. Y.
Acme Breweries, San Francisco (Acme beer) weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Hirsch & Kaye, San Francisco (opticians) 3 *sa* weekly, thru Long Advertising Service, San Francisco.
Sunnyvale Packing Co., San Francisco (Rancho soups) 5 *sa* weekly, thru Foote, Cone & Belding, San Francisco.
Coronet magazine, New York, 12 *sa* weekly, thru Schwimmer & Scott, San Francisco.

WOR, New York

Artra Cosmetics, New York (Sutra Suntan cream), 6 *sa* weekly, 13 weeks, thru Murray Breese Assoc., N. Y.
Maggi Co., New York (Maggi Seasoning and Bouillon Cubes), 5 *sa* weekly, 9 weeks, thru Needham and Grohmann, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *ne* weekly, 26 weeks, thru Franklin Bruck Adv., N. Y.
Hi-V Vitamin Corp., New York (vitamins), 5 *sa* weekly, 52 weeks thru Applied Merchandising Inc., N. Y.
Manufacturers Trust Co., New York, *sa*, 26 weeks, thru McCann-Erickson, N. Y.
Elway Food Products Corp., New York (Vitamalt), 5 *sa* weekly, 12 weeks, thru H. A. Salzman Associates, N. Y.
Mentholatum Co., Wilmington, Del. (salve), 4 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
McKesson & Robbins Inc., Bridgeport (Bexel), 3 *ne* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.

KFI, Los Angeles

Elizabeth Arden, New York (Velva leg film), 6 *sa* weekly, 13 weeks, thru Duane Jones Co., N. Y.
National Biscuit Co., San Francisco (Shredded Wheat), 3 *ta* weekly, 15 weeks, thru Botsford, Constantine & Gardner, Los Angeles.
De Laney Sales Corp., Los Angeles (Calo), 3 *sp* weekly, 3 weeks, thru Warren P. Fehlman Adv. Co., Los Angeles.
Southern California Telephone Co., Los Angeles, 52 *sp*, 52 weeks, thru The Mayers Co., Los Angeles.
Kinslow's Milling Co., Los Angeles (Wheat Nuts), weekly *sp*, 52 weeks, thru Associated Adv. Agency, Los Angeles.
Sealy Mattress Co., Los Angeles, 2 *sp* weekly, 52 weeks, thru Alvin Wilder Adv., Los Angeles.
First Industrial Loan Co., Los Angeles (finance), 3 *sa* weekly, 52 weeks, thru Robert F. Dennis Inc., Los Angeles.
Talbot Mfg. Co., Los Angeles (bath powder), 52 *sp*, 52 weeks, thru J. Russel Miller Co., Los Angeles.
Ball Bros. Co., Muncie, Ind. (bottle caps, jars), 3 *sp* weekly, 18 weeks, thru Applegate Adv. Agency, Muncie, Ind.
Yami Yogurt Co., Los Angeles (dairy food product), 5 *sp* weekly, 13 weeks, thru Erwin, Wasey & Co., Los Angeles.
McFadden Publications, New York (*True Story*), 52 *sp*, 52 weeks, thru Raymond Spector Co., N. Y.
MacMillan Petroleum Corp., Los Angeles, 3 *t* weekly, 52 weeks, thru Logan & Arnold, Los Angeles.
Fisher Flouring Mills Co., Seattle (Zoom), 2 *sp* weekly, 3 weeks, thru Pacific National Adv. Agency, Seattle.

WLS, Chicago

Life of Wheat Co., Monticello, Ill. (wheat food), 5 *sa*, 13 weeks, thru Rogers & Smith, Chicago.
Kerr Glass Co., Los Angeles (glass jars), 5 *sa* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, 13 weeks, thru Compton Adv., N. Y.
Dr. Miles Labs., Elkhart, Ind. (Nervine), 5 *sa* weekly, 14 weeks, thru Wade Adv. Agency, Chicago.
Chick Bed Co., Cedar Rapids, Ia. (poultry supplies), 6 *sa* weekly, thru W. D. Lyon Co., Cedar Rapids, Ia.
Lever Bros., Cambridge, Mass. (Rinso), 17 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, 5 weeks, thru Rogers & Smith, Chicago.

WADC, Akron

Dr. W. B. Caldwell, Monticello, Ill. (proprietary), 5 *ta* weekly, thru Sherman & Marquette, Chicago.
McKesson & Robbins, Bridgeport (Calox tooth powder), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
G. E. Conkey Co., Cleveland, 3 *ne* weekly, thru Rogers & Smith, N. Y.
Olive Tablet Co., Columbus (proprietary), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *ta* weekly, thru Compton Adv., N. Y.
Johnson & Johnson, New Brunswick, N. J. (band aids), 6 *ta* weekly, thru Young & Rubicam, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 2 *ta* weekly, thru Ted Bates, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 10 *ta* weekly, thru Wm. Esty, N. Y.
Ward Baking Co., N. Y. (Tip Top Bread), 12 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Continental Baking Co., New York (Wonder Bread), 7 *ta* weekly, thru Ted Bates, N. Y.

WABC, New York

Penn Tobacco Co., Wilkes-Barre (Julep Cigarettes, Willoughby Taylor Smoking Tobacco), *sa* weekly, thru H. M. Kiesewetter Adv., N. Y.
Centaur Co., Rahway, N. J., division, Sterling Drug Inc. (ZBT baby powder), 2 *sa* weekly, thru Pedlar & Ryan, N. Y.
Kerr's Butterscotch Inc., New York, 3 *sa* weekly, thru Tracy-Locke-Dawson, N. Y.
Kemi-cal Corp., Oradell, N. J. (Kem, liquid plant food), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Rose Mfg. Co., Beacon (Tri-ogen rose spray), *sa* weekly, thru Picard Adv., N. Y.

KHJ, Hollywood

Bullock's, Los Angeles (department store), 5 *sa* weekly, 2 weeks, thru Dana Jones Co., Los Angeles.
Charm Kurl Co., St. Paul (permanent wave kit), 5 *sp* weekly, 8 weeks, thru Guenther-Bradford & Co., Chicago.
General Foods Corp., New York (Sure-jell), 3 *sp* weekly, 13 weeks, thru Benton & Bowles, N. Y.
Chevrolet Motor Co., Detroit (institutional), 2 *sp* weekly, 16 weeks, thru Campbell-Ewald Co., Detroit.
Kingsbaker Bros. Co., Los Angeles (wholesale produce), *sp* weekly, 52 weeks, placed direct.

Hooper Proposes Monthly Ratings

Uniform Station Coverage Audit in 1944, He Says

C. E. HOOPER head of the firm of the same name, proposed to approximately 400 station men at a War Conference breakfast in Chicago that monthly ratings be provided in the future. This service will meet two specifications laid down by both buyer and seller: average performance and frequent publication and will be a supplement to and not a substitute for the continuing measurement of radio listening.

Uniform Coverage

Bringing forth expressions of interest from station men was Mr. Hooper's announcement that a uniform station coverage audit is planned for 1944. "This will not be the same method used by anyone heretofore but will be favored with the heritage of the lessons which have been learned in the practical experience which the industry has had with all methods," Mr. Hooper told the breakfast audience.

The audit is proposed as a uniformly comparative reflection of listening. It will mirror listening in a cross-section of all homes in cities, towns and rural areas and will be comparative between cities, towns and farms. Base for the report will be counties and it will be comparative between counties.

"Every county in which there is significant listening will be reported," Mr. Hooper said.

Wool-Foam Testing

WOOL NOVELTY Co., New York, making first radio venture, will start a test campaign on KSTP, St. Paul, for Wool-Foam, a wool-cleansing agent. Company will use Betty Baxter's women's interest program on that station. Agency is Redfield-Johnstone Inc., New York.

Agencies

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. Y., has appointed the New York office of Tracy-Locke-Dawson, as advertising agency and merchandising council, effective at once.

ERWIN H. KLAUS has joined the Emery Adv. Co., Baltimore, as copy chief. He was previously with Koster Adv. Co., Washington, as copy chief and publicity director and before that with Acorn Agency, New York, as account executive.

HAL JAMES, new program buyer of Compton Adv., New York, on May 10 joins the New York office of H. W. Kastor Adv. Co. as associate radio director. He will supervise *Abie's Irish Rose*, sponsored on NBC by Procter & Gamble Co., Cincinnati, in addition to other radio accounts. Mr. James has been with Compton for the last five and a half years and was formerly with J. Walter Thompson Co. and Needham, Louis & Brorby, Chicago.

FREDERICK H. NICHOLS, formerly of Kelly, Nason Inc., has joined Kenyon & Eckhardt, New York, as account executive.

FRANCIS N. McGEHEE has resigned as account executive of Warwick & Ledger, New York. Future plans are not known.

SYLVIA KALIEL, traffic manager of Atlantic Coast Network, has joined the script staff of Darcy Adv., New York. Her duties at ACN have been taken over temporarily by Julia Chatterton.

WILLIAM J. THOMAS Jr., New York vice-president and director of industrial research bureau, Young & Rubicam Inc., is in Hollywood on assignment covering the weekly CBS *Kate Smith Show*, sponsored by General Foods Corp. (Jello).

BERNARD PROCTER, New York radio director of The Biow Co., is in Hollywood for several weeks conference with staff of that office.

ED. W. BRODIE has been appointed radio director of A. McKim Ltd., Canadian advertising agency with head office at Toronto. He succeeds Don Bassett, who resigned to start his own radio production business (BROADCASTING, April 26). Mr. Brodie has been with A. McKim for many years, having held the managership at Montreal and of the London, England, office. He has been in Toronto since the London office was closed early in the war.

CARROLL O'MEARA, formerly office manager of Young & Rubicam, Hollywood and now with OWI, San Francisco, is the father of a boy.

REALITY WAS KEYNOTE of the *Nancy & Ned* broadcasts over KFEL, Denver, after the expected arrival of five-day-old Mary Esther Hansen, who patiently awaits conclusion of this broadcast from the hospital bedroom of Mrs. Hansen. Mr. and Mrs. Hansen take the title roles in the Public Service Co. show. The stork's approach was written into the script.

Penn Using Godfrey

PENN TOBACCO Co., Wilkes-Barre, on May 3 started its second campaign on WABC, New York, for Julep Cigarettes and Willoughby Taylor Smoking Tobacco. Sponsor is participating six-times weekly on Arthur Godfrey's early morning program as part of a schedule of quarter-hour news programs on a total of 16 stations. Agency is H. M. Kiesewetter Adv., New York.

WILLIAM KING Jr., account executive and business manager of Gardner Adv. Co., St. Louis, has been named vice-president of Olian Adv. Co., St. Louis. Mr. King was at one time with the Shell Petroleum Corp.

BAILEY AXTON, formerly with Erwin, Wasey & Co., New York, will become assistant program director of WTOP, Washington, in charge of production, May 10. In addition to production work for the agency he has had his own program, "The Singing Neighbor," for Pertussin. He has formerly been with NBC in New York, WLW and KMBC.

FREDERICK H. NICHOLS, previously with Kelly, Nason Inc., Lynn Baker Co., and for 12 years in the New York and Kansas City Offices of BBDO, has joined Kenyon & Eckhardt, New York, as account executive.

ARTHUR GEDDES, former production manager of North Kassell Studios, New York, has joined Franklin Bruck Adv., New York, as production manager, succeeding John Doherty, who has left the agency.

SPARTANBURG?

That's down SOUTH, isn't it?

OBVIOUSLY, sir, you've never advertised in the Spartanburg market. Because if you had, you'd not only know that Spartanburg is the center of South Carolina's No. 1 market, but some other vital statistics as well.

To wit: That it's a market with half a million prosperous people (75% white), 73,670 radio homes, $52,000,000 in industrial payrolls, farm income well over $42,000,000, annual retail sales exceeding $100,000,000.

You'd probably know too that WSPA is the dominant radio station in the Spartanburg market—with far more listeners than all outside stations combined. *300% more* in Spartanburg, on a day and night average—as shown by the latest Hooper Station Index!

Now that you know all that, how about it?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

Kem Expanding

CONTINUING expansion of spot campaign for the liquid plant food, Kem [BROADCASTING, April 19], Kem-ical Corp., Oradell, N. J., has signed for thrice-weekly participations on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. Agency is J. M. Mathes Inc., New York.

in BALTIMORE
and the Central Atlantic States

Edward Petry & Co., National Representative

Army Says It Won't Solicit Paid Ads, Y&R Gets WAAC Recruiting Contract

MILITARY personnel will not be permitted to solicit paid advertising, and the Army probably will not buy radio time in behalf of WAAC recruiting, according to a letter dated May 5 from Lt. Col. William E. Slater of the Army Service Forces. (Col. Slater in civilian life was sports announcer for WOR, Mutual.)

Addressed to Fred Fletcher, manager of WRAL, Raleigh, the letter clears up an apparent discrepancy in Army policy occasioned by a previous letter to Mr. Fletcher from Lt. Gen. Brehon Somervell. This letter answered a complaint from the station manager against ad solicitation by a WAAC officer for two Raleigh newspapers [BROADCASTING, April 12], and stated "the policy of the Women's Army Auxiliary Corps is that WAAC recruiters shall not be used to solicit paid advertising." Furthermore, the letter continued, "The splendid cooperation of the radio industry, both by individual stations and by network groups, has been of such inestimable value to our WAAC recruiting effort that sponsored advertising can be completely dispensed with."

Meanwhile, WAAC recruiting headquarters in Washington confirmed the award of an advertising contract for WAAC recruiting to Young and Rubicam. The Y & R campaign, which is expected to continue until July 1, will use newspapers, buying space for copy urging women to "get in and fight." No radio time is scheduled, nor will the campaign make use of other ad media.

This campaign seemed to be in conflict with General Somervell's statement that sponsored advertising could be completely eliminated. However, last week's letter from Col. Slater to Mr. Fletcher throws further light on the matter.

Text of Letter

The letter to you of April 22 from the Commanding General of the Army Service Forces has been called to my attention. It occurs to me, as a former radio employee, that there might be a chance for misunderstanding of a part of this letter.

The intent of the letter is to state that it is not necessary for WAAC members to solicit sponsored advertising in various communities throughout the land. In fact, even if it were necessary, military personnel would not be allowed to make any such solicitation. It may still be necessary to have certain forms of national advertising in behalf of WAAC recruiting.

At the same time, further assistance from radio, in the same fine and effective manner that such assistance has been given in the past, is still needed with reference to WAAC recruiting. Your help, and that of many other radio men, is deeply appreciated.

Mr. Fletcher, in his complaint addressed to the Secretary of War, had written that he could not understand the necessity of having recruiting officers of the armed services sell advertising locally to merchants in order to get proper display support from the local press. He explained that WRAL had donated two 10-minute periods of well-established women's shows and two announcements a day to WAAC recruiting.

OWI Names Hymes Connor Successor

JOHN D. HYMES, timebuyer of Foote, Cone & Belding, will succeed Richard Connor as station relations chief of the OWI Radio Bureau, Don Stauffer, chief of the Bureau announced Friday. Mr. Connor leaves OWI May 15 to join Mutual as station relations executive.

The Radio Bureau's new station relations chief started with Lord & Thomas in 1934, and remained when the firm became Foote, Cone & Belding last winter. In 1940, he bought over $3,000,000 worth of radio time for Lord & Thomas clients.

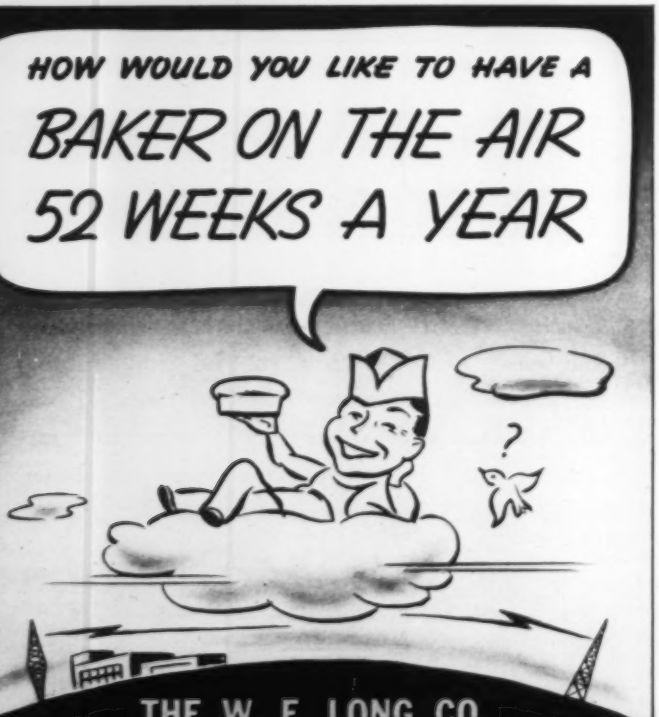
In addition to the duties as station relation director, Mr. Hymes will also be director of research for the Radio Bureau, having charge of analysis of all current OWI activities. He will continue to work through established research organizations, however, Mr. Stauffer said.

Mrs. Elaine Ewing will remain with the Radio Bureau as assistant chief of station relations.

WALTER ROTHSCHILD, president and general manager of Abraham & Straus, Brooklyn department store, and president of Metropolitan Television, operator of W75NY, has been elected president of the Retail Research Assn. and the Associated Merchandising Corp.

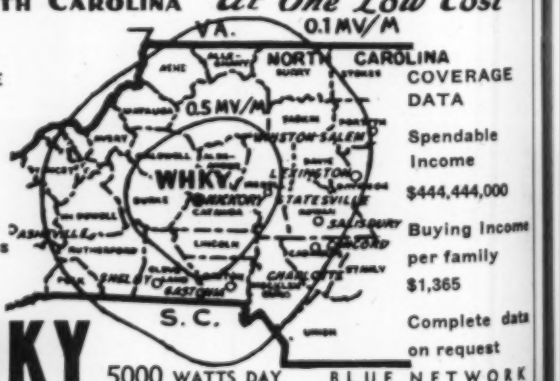
AT THE request of the U. S. Coast Guard, six CBS artists will entertain the boys at the Coast Guard Training Station, Manhattan Beach, Brooklyn, on May 11. M.c. will be Bob Hawk, and other artists include Walter Connell, Jeri Sullavan, Louise Wilcher, Elizabeth Reller, and Nat Brusiloff.

HOW WOULD YOU LIKE TO HAVE A
BAKER ON THE AIR
52 WEEKS A YEAR



THE W. E. LONG CO.
TRANSCRIBED RADIO SPOT SERVICE
INFORMATION ON REQUEST • AUDITION SAMPLES FREE
The W. E. LONG CO. 155 N. CLARK ST. CHICAGO, ILLINOIS

COVER THIS RICH SECTION OF NORTH CAROLINA *At One Low Cost*



COVERAGE DATA
Population 1,005,212
Families 221,997
Radio Homes 144,823

COVERAGE DATA
Spendable Income $444,444,000
Buying Income per family $1,365
Complete data on request

WHKY 5000 WATTS DAY BLUE NETWORK
HICKORY, N. C. 1000 WATTS NIGHT National Representative
1290 KILOCYCLES HOWARD H. WILSON CO.

AGENCY Appointments

VICTOR J. ANDREW Co., Chicago (radio transmission equipment) to Burton Browne Adv., Chicago. Business papers will be used.

SHURON OPTICAL Co., Geneva, N. Y., to Erwin, Wasey & Co., New York.

LARKEY, operating men's shops in Newark, Paterson and Passaic, N. J., to Consolidated Adv., New York, for radio and newspapers. Currently using news programs and spot announcements on WAAT and WPAT.

ATLANTIC RAYON Corp., Providence, R. I., to J. Walter Thompson Co., N. Y., for national advertising and publicity.

NORGE DIVISION of Borg-Warner Corp., Detroit (refrigerators), to Campbell-Ewald Co. Detroit. Company has used radio in the past but no media plans have been set so far by the newly-appointed agency.

DU MONT LABS., Passaic, N. J., to Buchanan & Co., New York.

HIGH STANDARD MFG. Co., Hamden, Conn., to Calkins & Holden, New York.

TRIMZ Co., Chicago, to MacFarland-Aveyard Co., Chicago, for Ready-Pasted Wallpaper. Radio and other media planned.

NU-OX PRODUCTS Co., Long Island City, N. Y., to Peck Adv. Agency, New York.

STICKNEY & POOR Spice Co., Charlestown, Mass., to Ingalls-Miniter Co., Boston.

SARNOFF IRVING Inc., New York, to Pettingell & Fenton, New York, for Woodrow Stores for Men, chain of 38 men's wear shops. Sports and news programs used in seven markets—will expand.

GENERAL ELECTRIC SUPPLY Corp., Conn. (subsidiary of General Electric Co.), Hickerson Inc., New York. No media plans settled.

TOPICAL PRODUCTS Corp., Los Angeles (pharmaceutical), to Lockwood-Shackelford Adv. Agency, Los Angeles. David R. Fenwick is account executive. Radio is contemplated.

MICHIGAN Hospital Benefit Assoc., Detroit, to Simons-Michelson Co., Detroit. Radio, newspapers, outdoor adv. and direct mail will be used.

BUDDY KIT Co., Los Angeles (service men's buddy kits), to Hugo Scheibner Adv. Inc., that city.

LEONARD HOVER Co., Los Angeles (Jean Le Seyeux, Venetia Creations), to Hugo Scheibner Adv. Inc., Los Angeles.

REED DIAMOND Co., Los Angeles (jewelers), to Hugo Scheibner Adv. Inc., that city.

WOOL NOVELTY Co., New York, to Redfield-Johnstone Inc., New York, for Wool-Foam for washing woolens. Testing on one station.

MAJOR VITAMINS Inc., New York, to Peck Adv., New York. Spot radio campaign is being considered. Now using approximately five stations.

CJLS, Yarmouth, N. S., has appointed All-Canada Radio Facilities Ltd., Toronto, Montreal and western Canada, as exclusive representative.

★★★★★★★★★★★★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

Hopper Suit Moved

SUIT FOR $495,000 filed on April 13 by Hedda Hopper, Hollywood commentator and columnist, against Andrew Jergens Co. (lotion), and Lennen & Mitchell, New York, was ordered transferred from Los Angeles Superior Court to Federal Court, by Superior Judge Alfred L. Bartlett, on April 28. Attorneys for defendants requested the transfer on ground that neither company is a California corporation. Lotion firm, it was pointed out, is an Ohio corporation, and advertising agency is incorporated under laws of New York. Miss Hopper, as resident of California, filed action in local court claming breach of two agreements. (BROADCASTING, April 19.)

Denouement

LISTENERS won't let radio short-change them by signing off right in the middle of a good story. At least so it seemed at WOR, New York, after Michael O'Shea, film star, had failed to finish a Hollywood tale on Martha Deane's program because time was up. Station's switchboard was flooded with calls from women virtually demanding to hear the end of the story. O'Shea had to return to the program next day to tell how it came out.

Kaye Starts Two-Month Old Gold Tour May 12

TWO-MONTH road tour of Sammy Kaye's Wednesday evening series on CBS for Old Gold cigarettes will start May 12 when program originates in Albany. Announcer Red Barber will make tour taking Wednesdays off from his baseball broadcasts.

Broadcasts on the tour, to which will be added entertainment by Kaye's orchestra for service camps enroute, follow: May 19, Indianapolis; May 26, Youngstown; June 2, Chicago; June 9, Milwaukee; June 16, Akron; June 23 and 30, Detroit, and July 7, New York. Agency for P. Lorillard Co., New York, sponsor of the series, is J. Walter Thompson Co. New York.

WCAE

WCAE INCORPORATED · PITTSBURGH · BASIC MUTUAL NETWORK

March 5, 1943

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, New York

Dear Mr. Caparell:

I believe the most concrete evidence of our complete satisfaction with International News Service is to be found in the large number of consistent news sponsors we have, and in the consistently high Hooper ratings we are able to command on the local news broadcasts.

As of this date, the following advertisers are using your news service on WCAE -

Smith Brothers	Manhattan Soap Company
Joseph Horne Company	Grove Laboratories
Fort Pitt Brewing Co.	Latrobe Brewing Company
Pittsburgh Brewing Co.	Studebaker Sales Corp.
Bisceglia Brothers	Sunway Vitamin Company

It is certain to us and we hope a matter of common knowledge to radio time buyers, that WCAE is doing one of the outstanding jobs in the country in getting an audience for its local programs. News has consistently led in popularity among the local shows noted above.

I believe it is logical to assume that the International News Service is to a substantial degree responsible for our satisfactory record.

Cordially yours,

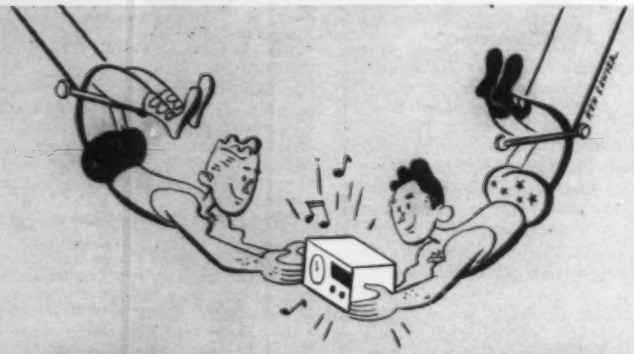
Bill Schroeder

Willard Schroeder
Sales Manager

Thank you, WCAE

INS

VOICE OF THE PITTSBURGH SUN-TELEGRAPH



MOST POPULAR STATION IN THE WEST

CLEAR CHANNEL STATION

KFI OF LOS ANGELES

Earle C. Anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

Boler Resigns at KSJB, New Appointments Made

JOHN H. BOLER has resigned as president of the Jamestown Broadcasting Co., KSJB, Jamestown, N. D., according to announcement last Tuesday in St. Paul. He is succeeded by Leonard McNeil, whose appointment was approved at a special meeting of the board of directors. The board also appointed D. A. Clayton as secretary, re-elected Howard S. Johnson as vice-president and Harlan Ohde as a director. Mr. Ohde will also continue as resident manager.

Mr. Boler is a principal stockholder in the North Central Broadcasting System and retains his position as president and general manager of the system. He is also president of KVOX Broadcasting Co., Moorhead, Minn., and stockholder in that corporation.

Food Chain's Chef

SAFEWAY STORES of Texas, grocery chain, have bought BLUE's *Mystery Chef* for broadcast on KGKO, Fort Worth and Dallas, with an initial contract covering five programs weekly for 13 weeks. To promote the program, Safeway is printing and distributing 6,000 of the Chef's weekly recipes. Distribution is through Dallas and Fort Worth stores, but listeners in other areas may write in.

Enter Service

ROY MAYPOLE, writer-producer of WABC, New York, has resigned to join the Marine Corps as combat correspondent. Joyce Farnham has left the CBS radio sales department, where she was assistant in promotion, to join the Clubmobile Division of the American Red Cross Overseas Unit. The network news staff has acquired the services of Beth Zimmershied, as editorial assistant on *Report to the Nation*. She is a recent graduate of Columbia School of Journalism.

Crosley Profits Up

FIRST quarter of 1943 for Crosley Corp. and subsidiaries shows a profit of $1,125,229 after charges and federal income and excess profit taxes, equal to $2.06 a share on 545,800 shares of capital stock. Net profit for comparable 1942 period was $391,138 or 71 cents a share. Net sales were $19,262,816 against $5,342,633.

Allan B. Miller

ALLAN B. MILLER, 27, director of the Clear Channel Broadcasting Service, died suddenly in Washington May 2 after having taken ill in Chicago during the NAB War Conference. He had been renamed by CCBS, representing independently owned Class 1-A clear channel stations at the annual meeting of the organization in Chicago, April 27.

Mr. Miller

Mr. Miller, who had had diabetic tendencies, became ill in Chicago but returned to Washington following the conference. His doctors reported he would be well in a few days. On May 2, however, he took a turn for the worse and died shortly after reaching a Washington hospital.

A newspaperman, Mr. Miller had joined CCBS in March, 1941, as assistant to Victor Sholis, director. He left the post of chief of the press division, Department of Commerce, to join Mr. Sholis, who had been his predecessor at the Department. When Mr. Sholis was inducted into the Army last December, Mr. Miller was named his successor.

A native of Duluth, Minn., Mr. Miller graduated from the U. of Missouri School of Journalism in 1935 and was editor of the university daily. He joined the *New York Journal* as a reporter upon graduation and was transferred to INS a month later. After working with INS in New York for two months, he was transferred to the Washington bureau. He handled the 1936 political campaign for the *Washington Times*. In 1939 he joined the Department of Commerce as assistant chief of the press division, becoming its chief 18 months later.

While in Washington, Mr. Miller covered Congressional hearings on extension of NRA and AAA. During that time he entered Georgetown Law School and was graduated in 1939. He was admitted to practice before all the courts in the District.

Mr. Miller is survived by his mother, who resided in Washington, and his wife, the former Helen Frank. Interment was in Superior, Wis., last Tuesday.

Ringling On Air

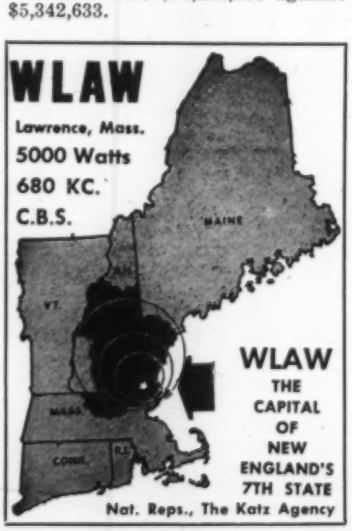
GIVING preference to those stations which have cooperated in the past in giving free promotion, Ringling Bros., Barnum and Bailey Circus, will buy time in towns and cities to be visited following completion of its current engagement in New York this month. Circus has been using spot announcements on key stations in that city through Caples Co. [BROADCASTING, April 5, 1943].

Catch Two Birds with One Buy!

GET present wartime business—prepare for peacetime sales. In war or peace, WHIO *is* the Dayton market . . . the rich market of diversified industry and vast valley farmlands . . . consistently profitable. When you reach Dayton at war over WHIO, you automatically reach a wealthy Victory market, too. So "play Scotch"—buy full coverage of the *entire* Dayton market—for today and for tomorrow.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives



Radio Gave 765,190,000 Impressions To Government in Sample April Week

RADIO gave the Government 765,190,000 listener impressions during the week of April 26-May 2, the OWI Radio Bureau estimates. In other words, the industry enabled Uncle Sam to deliver his war message theoretically to every resident of the country at least six times during that period.

These figures, based on Hooper ratings of programs carrying OWI Scheduled Campaigns, cannot possibly take into account the spontaneous efforts on commercial programs or the additional efforts of individual stations in behalf of the Second War Loans, the Radio Bureau cautions.

Second War Loan

During that last week in April, the Second War Loan got an estimated 219 million listener impressions, 29% of the Radio Bureau's effort. Recruiting messages for WAVES and SPARS had second importance, with 161 million impressions, while the anti-black market drive was third with 123.3 million.

Other OWI campaigns, and their radio circulations were: Victory Gardens, 99 million; Absenteeism, 90 million; Home Forces, 34 million; United Nations, 15.4 million; Fighting Forces, 12.5 million; The Enemy, 6 million; The Issues, 3.2 million; Working Forces, 1.2 million; Post-War World, 1 million.

These circulation figures, compiled by the Radio Bureau, are part of the machinery used in allocating topics for future broadcast. Estimated listener impressions, officials of the Radio Bureau explain, are an important factor in the assignment of topics to various programs under the network allocation and other OWI plans.

Altogether, OWI estimated last March, the Radio Industry has given $86,900,000 in time and talent to the Government [BROADCASTING, March 29]. Of that figure, $71,570,000 was time.

Here is how the Radio Bureau used donated facilities in the week that began April 26:

The Second War Loan, getting particular attention at that time, was on 45 network commercial and sustaining programs with estimated listener impression rating of 129,150,000. In addition, 891 network and independent stations carried 21 one-minute announcements for an additional 90 million impressions.

Another 45 network and sustaining programs, with a circulation of 116 million, carried announcements for WAVES and SPARS. Again, 21 one-minute announcements were placed, this time on 324 independent stations, with a circulation totaling 45 million.

The war against black markets was carried on another group of 45 network commercial and sustaining programs, with Hooper circulations estimated at 120 million. A 15-minute *Uncle Sam* transcription. circulation of 3.2 million, was also devoted to this subject.

Victory Gardens were on 37 live and transcribed national spot and regional network programs, reaching 9 million. The main effort here was left to the 21 one-minute announcements on 891 network and independent stations under the Station Announcement Plan. Circulation of this OWI media is estimated at 90 million.

Absenteeism also reached 90 million under the Station Announcement Plan, while Home Forces were handled by nine programs under special network assignments reaching 26 million, and five special network feature assignments, reaching 7.7 million.

That week, the *Uncle Sam* series of 15 minute transcriptions, for local sponsorship, was devoted to Home Forces, with the story of how the Black Market operates; United Nations, dramatizing the story of a Dutchman who escaped the Nazis; The Issues, with an eye-witness story of a sea trip to Archangel; The Enemy, based on an incident in Antwerp, where a father kills his son for joining the Nazis; and Fighting Forces, with a salute to Flying Fortresses. *Uncle Sam* is credited with a circulation of 3.2 million.

149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

When Thinking Of Coverage in Georgia
WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KXOK
ST. LOUIS, MISSOURI
630 KC. 5000 WATTS FULL TIME
BLUE NETWORK
Represented by WEED & CO.

Ruthrauff to Red Cross As Kelley Joins Army

Mr. Ruthrauff

F. BOURNE RUTHRAUFF has been granted a leave of absence as a vice-president and account executive of Ruthrauff & Ryan, New York, to serve as chief of the radio section of the American Red Cross. He assumes his new duties in Washington, May 10, replacing Lamar Kelley who will enter military service this week.

Mr. Kelley, who has been in charge of radio for the Red Cross since war was declared, developed the overseas radio set-up, arranging shortwave shows to and from overseas areas. The radio section also handled the war fund campaigns, achieving a record in radio support for the Red Cross drive last March. Before coming to the Red Cross, Lamar Kelley handled the Major Bowes program for Ruthrauff & Ryan. He now joins the Army after several months of effort to get into active service.

RKO May Expand

RKO Pictures, New York, has had NBC's Radio-Recording Division transcribe a quarter-hour interview with Pat O'Brien and Robert Fellows, star and producer of the forthcoming film *Bombardier*. The interview, by Bill Stern, NBC sportscaster, will be broadcast in mid-May on the Texas Quality Network and possibly elsewhere. Company is considering extensive use of radio on a regular basis, following its successful use of this medium in exploiting *Hitler's Children*, but has announced no details of its plans as yet.

Editor's note: This corrects item published in May 3 issue, page 64.

K49KC Ownership

K49KC, pioneer FM station in Kansas City, is licensed to the Commercial Radio Equipment Co., headed by Everett L. Dillard, consulting radio engineer. The station was listed as associated with KMBC, Kansas City, owned by Arthur B. Church, in BROADCASTING, May 3. The Church station is W9XER, licensed experimentally for FM. BROADCASTING regrets this error. K49KC has been on the air since last August and is not affiliated with any other standard broadcast station.

Additional WNRC Awards Announced As Mrs. Rhode Leads Luncheon Talks

EXPRESSING faith in radio's power to help win the war and to forge a lasting, international peace, Mrs. Ruth Bryan Rhode, former U. S. Minister to Denmark, delivered the keynote address at the Women's National Radio Committee's ninth annual awards luncheon in New York last week.

Guests and radio listeners were told of the committee's choice of programs best serving the war effort, obtained through polling its 25 member organizations. Five of the top winners had been announced earlier [BROADCASTING, May 3] but 12 runners-up were made known for the first time as well as "honorable mention" awards to two New York stations.

WMCA, WQXR Awards

Singled out for special commendations, but not covered in the national poll, were WMCA, for "programs furthering democratic ideals and public service," and WQXR, for "musical programs of unusual quality and interest."

Raymond Gram Swing, winner of the WNRC news analysis award for his BLUE programs, stressed the importance of truth and courage in the current conflict. ". . . this crisis will not be solved by the leaders alone," he said, "but by the contribution of numberless men and women, a contribution not of action, but of fidelity to a standard within themselves."

Runners-up in news analysis programs, headed by Mr. Swing's news broadcasts sponsored by Petroleum Products, were H. V. Kaltenborn, NBC commentator (Pure Oil Co.), and Gabriel Heatter, Mutual analyst sponsored by Barbasol Co., R. B. Semler Inc., and Zonite Products Corp.

George V. Denny, who served as m.c. of the afternoon's entertainment, represented the BLUE's *America's Town Meeting of the Air*, voted the best of the forum type of program by the WNRC, for the seventh time since the awards were instituted. Honorable Mention went to three other forums—NBC's *Chicago Round Table of the Air; Quiz Kids*, sponsored on the BLUE by Miles Labs., and Mutual's *American Forum of the Air*.

In the music classification, in which the BLUE's Metropolitan Opera broadcasts ranked first, the N. Y. Philharmonic Symphony concerts on CBS, and NBC's *Telephone Hour*, sponsored by the Bell Telephone System, both received honors.

Three programs were accorded honorable mention in the category of dramas headed by the top winner, *Cavalcade of America*, NBC series sponsored by E. I. du Pont de Nemours & Co. Those commended were: *Lux Radio Theatre*, Lever Bros., CBS; *This Is Our Country*, Mutual, in cooperation with the WPB; and *One Man's Family*, Standard Brands serial, NBC.

Nila Mack's *Let's Pretend*, CBS, polled the most votes in the Young People's Classification. Mutual's *Rainbow House* and *The Aldrich Family*, General Foods, NBC, received honorable mention.

CBC Plans Broadcasts Direct From War Front

PLANS for direct radio broadcasting from the front line with the Canadian troops who are to spearhead the European invasion, have been announced by Dr. James S. Thomson, general manager of the Canadian Broadcasting Corp.

A. E. Powley, CBC editor at Toronto, and Matthew H. Halton, former *Toronto Star* newsman, have been assigned to the CBC Overseas Unit as special correspondents and will go to Britain soon.

Powley, who was on the *Toronto Mail and Empire*, *Star*, and *Telegram* before he joined the CBC national news service, will head the overseas news set-up from London, while Halton and Peter Stursburg, formerly of the CBC Vancouver newsroom and now with the overseas unit, will go with the troops into the fighting zones. Canadian reporters will cover the Army's activities for listeners on the CBC French network. Both outfits will be staffed by CBC engineers.

According to D. C. McArthur, chief editor of CBC's news service, present arrangements call for radio news reports to be recorded in the field and rushed back to London to be beamed across the Atlantic. Special stories will also be cabled back to the CBC central newsroom.

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Yanks, Giants Ban Action Broadcasts

Unable To Get Sponsors, Teams Bar Sportscasts

FAILING to sell the broadcasting privileges to their games this year, the two New York baseball teams are refusing visiting clubs the right to broadcast play-by-play accounts of the games, even when these accounts would have been reconstructed from wire reports and broadcast in distant cities by stations not audible in New York.

Both the American League Yankees and the National League Giants are following this restrictive policy, although Ed Barrow, president of the Yankees, said that he had the matter under consideration and that wire reports from Yankee Stadium to out-of-town stations for local broadcasts might be permitted at a later date.

"We never have done it," he told BROADCASTING, "and we may or may not do it this year. But if we do it for one team we'll have to do it for all of them. When we tried to sell our broadcasts no one thought them worth buying, so to hell with it."

Follows Agreement

Leo Bondy, executive of the Giants, said that the refusal to allow broadcasts to originate from their parks, either by direct broadcast or from wire reports, was in accord with an agreement between his team and the Yankees. Last year, when their games were sponsored, the Giants allowed visiting teams to send wire reports home for broadcast, he said, but added that that was the exception. "Whenever we do not broadcast visiting teams may not do so," he stated.

Last year the home games of the Giants and Yankees were broadcast by WOR, New York, under the joint sponsorship of General Mills and R. H. Macy & Co., who were reported to have paid $75,000 to each team for the broadcast rights. This year no advertiser was willing to meet the demand of these teams, which are believed to be the same as last year.

This year, as last year, P. Lorillard Co. is sponsoring the games of the Brooklyn Dodgers, both home and abroad, on WHN, New York. Last year when the Dodgers played the Giants at the Polo Grounds, home field of the Giants, WHN broadcast descriptions of the games reconstructed from wire reports. This year, unable to continue this procedure, the sponsor is filling in those days with similar descriptions of the games of whatever other National League team is most in the public eye at that time.

Giants and Yankees were the first big league teams to permit their games to be broadcast. A three-team agreement among them and the Dodgers, not to allow broadcasts, persisted until the advent of Larry McPhail as president of the Dodgers, when he refused to extend the agreement and allowed his team's games to be aired, with the Giants and Yankees subsequently following suit.

In line with the refusal to allow any broadcasts from the Yankee Stadium except sponsored sportcasts for which the Yankees are paid, the club refused to allow WQXR, New York, to broadcast the "Labor for Victory" rally held at the stadium May 2. Club officials explained that the rally committee has contracted for the use of the park only and not for broadcasting rights.

SIGNIFICANT occasion for listeners of WSAI, Cincinnati, for it means a new series of sports reviews by Dick Bray under sponsorship of Pepsicola. Bray also does Cincinnati Redleg games. Signing contract is Walter Gross, Pepsicola president in Cincinnati; looking on are (seated) M. C. Haehnle, of the Walter Haehnle Advertising agency, and (standing l to r) O. R. Bellamy, WSAI salesman, and Walter Callahan, WSAI general manager.

Dean With Morris

LOUIS E. DEAN, formerly radio director of Maxon Inc., New York, has joined William Morris Agency, New York, to handle radio talent sales. He replaces Harry Ommerle, who has joined Ruthrauff & Ryan, New York, as vice-president and account executive. Mr. Dean was previously in charge of radio at Arthur Kudner Inc. and Campbell-Ewald Co., New York.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$5,718.80

That's Hartford's amazing Effective Buying Income per family! Use WDRC now, and take full advantage of your sales opportunity in Connecticut's Major Market.

* See Sales Management, May 10th, Survey of Buying Power Issue.

CBS

IMPORTANT TO CHIEF ENGINEERS:

Are Limited License Holders Your Problem?

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job* . . . to train announcers and office staff for dual jobs by equipping them to obtain technical licenses. CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5, 3224 16th Street, N. W., Washington, D. C.

SUCCESS STORY

The success story of radio, told in the steady increase of radio advertising since Pearl Harbor—even in a time of general retrenchment in advertising budgets and reduced volume in other media—bears still further witness to the fact that radio is ideal for goodwill-building 'selling for the future'.

The reason is obvious. Radio gives your customers something they value—entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

Three Named On NRC Committee

Press-Radio Steering Group Adds Hoyt, Stoer, Green

APPOINTMENT of Palmer Hoyt, *Portland Oregonian* (KGW-KEX); Maj. E. M. Stoer, Hearst Newspapers, New York City (WBAL WINS WISN); and Truman Green, *Tampa Tribune* (WDAE), to fill vacancies on the steering committee of the Newspaper-Radio Committee, was announced last week by Harold V. Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), chairman.

At the meeting of the publisher members of the committee in New York April 20, at which a unanimous vote to continue the committee was given, the steering committee was instructed to fill the three vacancies. The steering committee will continue on the alert until the newspaper-radio ownership situation, provoked by the FCC's divorcement order and inquiry, is terminated.

Members Replaced

The new members replace Gardner Cowles Jr., *Des Moines Register and Tribune* (KSO KRNT WMT WNAX), who resigned to become assistant director of OWI; Guy C. Hamilton, McClatchy Newspapers, who has left his post as general manager of that organization and is retired; and Jack Howard, Scripps-Howard Newspapers and Radio Stations (WNOX WMC WMPS WCPO), now a lieutenant in the Navy.

Other committee members in the armed forces, whose posts previously were filled, are D. Tennant Bryan, *Richmond News-Leader* (WRNL), in the Army; and James M. Cox Jr., Dayton, O., also in Army service. The steering committee, aside from the three new members and Mr. Hough, includes Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Dean Fitzer, *Kansas City Star* (WDAF), treasurer; John E. Person, *Williamsport Sun* (WRAK); A. H. Kirchhofer, *Buffalo News* (WBEN); Col. Harry M. Ayers, *Anniston Star* (WHMA).

War Occupies Ohio Institute

(*Continued from page 14*)

tered with the simple statement that whenever enough of the American people didn't like something the government was doing, the government was likely to change its mind.

At a Saturday afternoon session ostensibly devoted to the subject of research in educational broadcasting, members of one panel session had a time harrying Don Stauffer of the domestic bureau, radio branch of OWI, who announced that OWI's radio plans are being revised with an eye to quality instead of quantity. He promised a reduction in the number of numerous short spots and said OWI is hoping to integrate its "must" messages into topflight commercial shows, something along the lines of the black market and inflation programs done so capably by *Fibber McGee and Molly*.

Stauffer Lavishly Praises Stations

As for the short spots, OWI is logging 102 stations to check the times the spots are used, thereby hoping to determine which are not up to standards of broadcasters. He said that OWI has approached the four major networks with ideas for just four shows which would bear the brunt of the government's appeals and messages during the summer.

Mr. Stauffer was lavish in his praise for the networks and local station managers, asserting that their cooperation with OWI has been "simply wonderful."

Mr. Glade's keynote address came during the NAB meeting which was the occasion for the presentation of the George Foster Peabody awards, distributed by Dr. John E. Drewry of the school of journalism at the University of Georgia, with which the NAB joins in selecting the award winners.

Neville Miller, president of the NAB, presided at the meeting and introduced Mr. Glade, who announced at the outset that the best legal minds in the nation have never been able to agree on the definition of the words "public interest, convenience and necessity" and that he felt a trifle awed at tackling a speech based on them.

After some generalized remarks on the functions of the FCC and the "maze of regulations which must be respected to the nth degree," Mr. Glade proceeded to the more immediate problem of what the industry can do in the way of reformation. He cited as the most important move which has been made by the industry the adoption of an operating code and asserted that those broadcasters who do not comply with it are largely responsible for the criticism currently aimed at the industry.

Radio's biggest problem as it affects the public interest at this time, Mr. Glade said, lies in keeping down wordage on commercials and a wholesale improvement in the standards of locally originated programs.

He outlined a program which the five groups most directly associated with radio in these times should adopt if they desire to obtain maximum efficiency from the industry and at the same time serve the best interests of the public and of one another. In regard to their radio appeals and recommendations to the public, the government should remember, Mr. Glade said, that "to emphasize everything is to emphasize nothing."

Program for Five Major Radio Groups

Network management can do its part by presenting a wider variety and better grade of daytime programs.

Advertising agencies should remember that brevity is the soul of other things than wit.

The public would remember that the institution of advertising is one of the finest agencies for building the community and is a part of the American basic principle of free enterprise.

Station managers should learn to say no to promoters who have no concern for the public interest and also should take time off to listen to their own stations occasionally.

Mr. Glade presented perhaps his best defense for the entire industry with his conclusion that "radio is for every one, but not at the same time."

The annual dinner of the Institute was held Sunday evening, May 2, and the principal speakers were

MOVIES may not be your product . . . .
BUT - -
More motion picture companies have consistently bought announcements and programs on WHCU than on any other Upstate New York Station.
FOR RESULTS . . . USE
WHCU
ITHACA, NEW YORK
1000 Watts CBS 870 Kc

Wholesale trade? $80 million in two "home" counties alone!
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 ·

W. W. Charters, honorary director of the Institute now serving as chief of the training division of the War Manpower Commission, and Sir Gerald Campbell, British minister and special assistant to the British ambassador.

Radio Now a Life And Death Weapon

Radio, Sir Gerald said in his address, is surely the most important of all the amazing developments of this twentieth century. He said: "In a few short years it has been in turn a plaything, an instrument of popular entertainment and a weapon of life and death. Week by week news filters through to us in London today of Norwegians shot for listening to the British radio, Czechs shot for listening to the British radio, Frenchmen imprisoned for listening to the British radio, so we cannot treat such a weapon lightly."

Today in the United Nations, he continued, we are dying for one another. Tomorrow we will have to live with one another and radio will have to help us to do that. "It is not radio's job to solve all the problems of the world", he said, "but radio is uniquely fitted to help to create that atmosphere of understanding without which these problems never will become soluble."

Describing the important part radio is playing in developing closer understanding of the American people in his native England, Sir Gerald said: "The British people are turning more and more to radio for their knowledge of the world as well as their relaxation. And I think you would be interested in the amount of time on the air that is given to programs from America and about America.

"These are not just news digests of what is happening in Washington and New York; and not just entertainment programs like Jack Benny and Bob Hope which are recorded by the War department here and flown to London; but programs with a wide and appreciative audience which tell Britain about the American farmer, about what American women are doing in the war, about children in the United States."

In his conclusion, speaking about the development of understanding of the kind of world we live in and the relations that hold between us as men and groups and nations, he said:

"In applying the full measure of its creative power to the fulfillment of this task—the creation of the spirit of understanding and good will that will cement the formal agreements of statesmen—the radio business will acquire an added dignity and respect, for in tackling it, radio will demonstrate why it deserves to be classified as an essential industry both now and after the war."

Panel Tackles Writing Subject

Speaking at a panel discussion held Monday morning, May 3, on the topic of "Radio Writing Under War Conditions," Robert J. Landry, CBS director of program writing and member of the War Writers Board, explained the essential differences between entertaining and instructive radio writing.

"Naturally, instruction and entertainment can be combined and have been during the last six months with exceptional results." he said. "Comedians such as Fred Allen, Bob Hope and *Fibber McGee and Molly* have done wonders with dressing up, dramatizing and humanizing war messages for the American people."

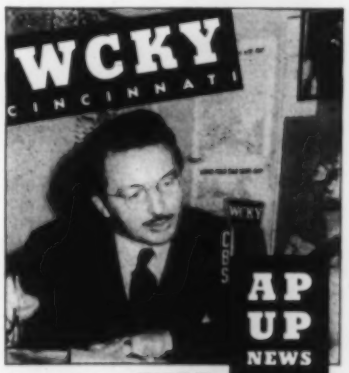
Attacking the problem of radio writing in wartime from the soap-opera angle, Lynn Stone and Addy Richton, writers of the CBS serial, "This Life Is Mine," stressed the importance of a sense of personal responsibility for each individual American. Miss Stone said: "The danger of superficial writing is still with us, but it is fast disappearing. Another danger, and an increasing one, is that in attempting to solve familiar war problems, the radio writer creates new ones because of his own lack of personal responsibility for the message he is trying to convey."

Concluding session of the Institute was a panel discussion on radio's part in the post-war world, the speakers including Dr. Lyman Bryson, CBS director of education; Professors H. Gordon Hullfish and H. Gordon Hayes, both of the Ohio State University faculty, and Louis Wirth, University of Chicago sociologist and regional chairman of the National Resources Planning Board.

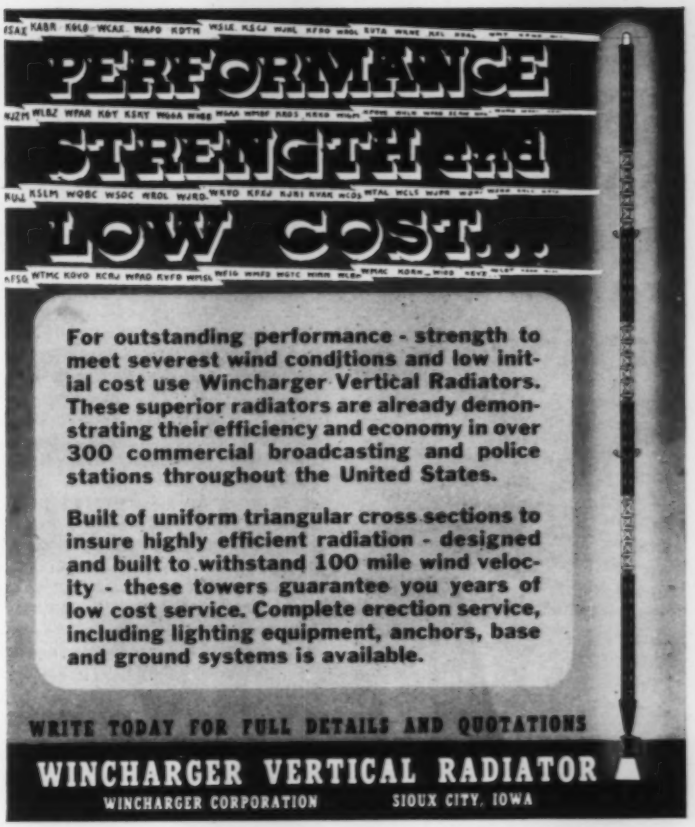
Dr. I. Keith Tyler, director of the Institute, announced during the meeting that results of the judging of network programs in connection with the seventh American exhibition and citations of educational radio programs will not be announced until later, due to difficulties encountered in judging in the field [BROADCASTING, May 3].

Patriotic Song Contest Postponed

PATRIOTIC SONG contest sponsored by NBC and the National Federation of Music Clubs, has been extended to Oct. 31, because of lack of suitable material among the entries received to-date. Winning song was to be announced during National Music Week.



WITH
REX DAVIS
4 TIMES DAILY


PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION
SIOUX CITY, IOWA

Congress has approved a $2,277,000.00 Federal grant for expansion of the Municipal Airport at Wichita. This huge expansion will lift the Wichita airport to a class 4 terminal, the highest rating an airport can be given.

One of the factors for making the grant was based on the future commercial value of the airport. Construction will be for the largest planes now in use and those for the immediate future.

The new Geography shows Wichita, Kansas, as the natural point in the Western World toward which Global Air Traffic will converge following Great Circle routes of World Air Commerce. This lends new permanence, new promise for the future, to Wichita's vast growth. Wise marketers realize this and are building a solid sales program through Radio Station KFH. Don't YOU miss out on the rich Wichita market.

That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

HOOPER *Shows* **WHAT KANSAS CITY** *Knows!*

A 250-WATT local non-network station holds more day-time listeners in Greater Kansas City than three network outlets.

It's KCKN, The Capper Publications station for Kansas City — Programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

Chicago—Central 5977
New York—Mohawk 4-3280

Article Tells of Careful Supervision By Blue Over All Children's Programs

IN RESERVING the right of "meticulous supervision," over all programs appealing to children, the BLUE recognizes the powerful influence of radio on the mind of the child, believed to listen to broadcasts an average of three or four hours a day.

The network's policies on programming children's adventure serials to bring a minimum of harm, and a maximum of entertainment and education, is revealed in an article by H. B. Summers, manager of the BLUE public service division, in the April issue of *Radio Age*, quarterly magazine issued by RCA. Network carries seven programs designated as children's dramatic sketches, all broadcast between 4:45 and 8 p.m. The network airs five other adventure serials, some of which appeal to children but which are primarily designed for adults.

Special policies set up to check on possible harmful elements in children's programs, over and above general policies governing the acceptance of BLUE programs for adults, are only one phase of the BLUE's supervision of adventure serials. Most obvious restrictions are those prohibiting use of program material which might arouse morbid suspense and hysteria. On the premise that children are more credulous than adults, the use of the supernatural or of superstitions is not permitted, the article says.

Comparing the quality of the first children's serials with today's programs, Mr. Summers notes much improvement over the sloppy writing and inadequate research of the past. The sponsors themselves were the first to recognize and correct these conditions, he says.

Keynote to the BLUE's over-all policy in accepting adventure programs is "an acceptable balance between wholesome stimulation and instruction." "Education, as such, we have found, is resented by the child who expects entertainment and thrills in his radio dialing," the article continues. "Adventure, however, peppered with interesting facts, constructive ideas and educational suggestions, is a sugar-coated pill for which American children cry." Cited as an example of such a program is the latest BLUE adventure series, *Dick Tracy*, which demonstrates that "crime never pays," and teaches youngsters the dangers of black markets, at the same time giving them plenty of excitement.

Other instances given to illustrate the network's standards for these programs include the fact that a psychologist is retained to check every script of the *Jack Armstrong* series; that *The Sea Hound*, having a South American locale, is required listening in some schools and that factual information for *Terry and the Pirates*, drama of war-time China, is obtained from government news agencies in this country and China.

Mindful of the opportunities for building war-time morale, the network maintains daily contact with the public relations offices of the Army, Navy and Office of the Coordinator of Inter-American affairs, it is pointed out.

Children's Dramatic Sketches

Hop Harrigan Mon. thru Fri., 5-5:15 p.m. (sponsored by General Mills 9-9:15 pm.).
Jack Armstrong, Mon. thru Fri., 5:30-5:45 p.m. General Mills.
Dick Tracy, Mon., Wed., Fri., 5:30-5:45 p.m. General Mills.
Captain Midnight, Mon. thru Fri., 5:45-6 p.m. Wander Co.
Terry and the Pirates, Mon. thru Fri., 6-6:15 p.m. Quaker Oats (off for summer).
The Sea Hound Mon. thru. Fri., 4:45-5 p.m. Sustaining.
The Lone Ranger, Mon., Wed., Fri., 7:30-8 p.m. General Mills.
Other adventure serials—*Red Ryder, Gangbusters, Counterspy, John Freedom, Adventures of the Falcon.*

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

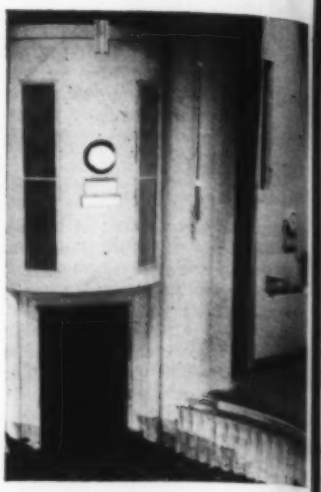
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

FLY SAYS IER NEWS GREATER THAN NAB

ASSERTING smilingly at his news conference last week that the Ohio U. meeting of the Institute for Education by Radio provided more news, with fewer news gatherers on hand to report it, Chairman James Lawrence Fly of the FCC observed that the NAB War Conference perhaps could have been more interesting. He declared, however, that the reaction to his presentation of the small station plight was sympathetic and that if there was any divergent feeling he was not aware of it.

Commenting further on the Columbus meeting, Chairman Fly said that he had voiced no opposition to stations specializing in educational programs. But he indicated their limitations and suggested a better integration of educational programs within the general framework of broadcasting was possible.

Asked whether the Conference discussed the need for modification of FCC regulations and such changes as envisaged in the White-Wheeler Bill for reorganization of the FCC, he replied that he knew of no such discussion. He declined to discuss the question of whether he had given the Cox Committee information on personal finances.



"DYNAMIKE," is the appropriate monicker of the ultra-sensitive microphone shown hanging in the new WOR-Mutual Theater in New York (formerly the Guild), which opened May 1. The mike, resembling a stick of TNT, is suspended above the middle of the orchestra floor, and with the accoustic stage is said to give concert hall quality to musical broadcasts.

HERE'S A TIP
In WLOG's Experience With Local Cooperatives

"SINCE Pearl Harbor the 250-watt station has been faced with the problem of dwindling revenue due to war production activities," writes James McGowan, manager WLOG, Logan, W. Va. "But we decided to do something about it and we have come up with a strictly local show—all Logan—that may be a helpful hint to other stations."

Logan's program is called *Kay Koal Karnival*. It is a full hour once a week (Fridays, 6:45-7:45 p.m.) and is a fastmoving variety presentation in five-minute parts.

Louis Kent, a clothing merchant, does a comedy routine. News Behind the News is given by Dr. Edwin Mathews, a physician. Father Joseph Norton gives a talk on philosophy. A member of the announcing staff offers Today in Society. A local soldier, usually on home on furlough, is interviewed by a staff member. Wib Whited, a Logan native, appears as Old Timer and talks of town history.

Sponsors include a flower shop, shoe store, garage, shoe repair shop, beauty parlor, etc.

"More and more we are using cooperative shows" Mr. McGowan says. "The hour described requires only two hours preparation, with all the staff assigned work on it. We find the cooperative pays here."

Sweetheart Adds

MANHATTAN SOAP Co., New York, has started thrice-weekly sponsorship of Arthur Van Horn's Transradio News period on WOR, New York, and has renewed for 52 weeks a thrice-weekly news program by John Holbrook on WGN, Chicago. Firm continues to use approximately 70 stations for Sweetheart Soap. Agency is Franklin Bruck Adv., New York.

Recorded History

COMPLETE FILE of recordings of the highlights of the political career of Lt. Com. Harold E. Stassen, who resigned as Governor of Minnesota to go on active duty last month, will soon be turned over to an historical agency by WCCO, Minneapolis-St. Paul. The collection was completed April 27 when WCCO recorded the ceremony at which Gov. Stassen resigned, and the inauguration of Lt. Gov. Ed Thye.

AAAA Meet in New York On War Services Topics

ANNUAL meeting of the American Assn. of Advertising Agencies will be held in the Hotel Waldorf-Astoria, New York, Thursday and Friday, May 20 and 21. With agency war services as the predominating topic, specific campaign objectives in inflation, manpower and food problems will be discussed by representatives of Government departments, the OWI, advertising council coordinators and task force agencies. Wartime problems of the advertising agency to be considered at the meeting will include salary stabilization, advertising as a tax deduction and as cost in Government contracts. An exhibit of agency volunteer work will be displayed.

Because of the critical transportation situation, members in cities other than New York, are being asked not to have more than one representative per agency office. William R. Baker Jr., executive vice-president of Benton & Bowles, New York, is chairman of the program committee.

Sarnoff-Irving on 7

OPERATOR of 38 men's wear shops through the country, Sarnoff-Irving Inc., also makers of Halbrook hats, is currently sponsoring sports programs in six markets and news in a seventh, with plans to expand at a later date. Firm entered radio late in 1942, and is now using six times weekly sports broadcasts in Winston-Salem, Columbus, Wilmington, Dayton, Washington and Bridgeport, plus a daily news program in Atlanta. Newly appointed agency is Pettingell & Fenton, New York.

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

*C. E. HOOPER, Inc.

Blue Network

Headley-Reed, Rep.

PONIES CARRIED WCKY, Cincinnati, colors through downtown streets "tipping" off sports fans of the WKY-CBS-GILLETTE Derby broadcast — Adele Hughes and Ruth Ann Lamb, the ponies, were weighed in by Rex Davis, WCKY newscaster.

Eliot Subs for Swing

WHEN Raymond Gram Swing starts his annual three-week vacation May 27, Socony-Vacuum Oil Co., New York, which sponsors his news commentaries four nights a week on the BLUE, will present Major George Fielding Eliot, CBS military expert, effective May 31. Major Eliot is currently heard on CBS Saturday nights at 11:10, and makes occasional appearances on the *Admiral Radio News* program Sunday afternoons at 2:30 on CBS. Socony agency is Compton Adv., New York.

New Firm Takes WJHO License; Orr in Army

THE NEWLY FORMED partnership of Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr. was last week granted the voluntary assignment of the license of WJHO, Opelika, Ala., local, from the licensee, a partnership composed of the same owners including J. H. Orr, who is withdrawing because he is now in the Army. The assignee proposes to pay Mr. Orr $3,150 for his interest in the licensee partnership.

The new partnership will do business under the same name as the former one, the Opelika—Auburn Broadcasting Co. Mr. Samford is in the insurance business, Mr. Sheely is a cotton broker, and T. D. Samford Jr. is an attorney. Mr. Orr was an automobile dealer, before going into the Army.

Johnston Leaves

ADDITION of Russ Johnston, formerly Pacific Coast program sales director of CBS, Hollywood, to McCann-Erickson Inc., as radio director of the recently established Hollywood office, was announced by that agency in early May. New headquarters are located in Guaranty Building, 6331 Hollywood Blvd. August J. Bruhn, former co-manager of the agency's Los Angeles office, has been appointed Hollywood manager. Burt Cochran, formerly co-manager with Mr. Bruhn, becomes manager of the Los Angeles office.

New S. A. Register

EXPENDITURES in 1942 by advertisers in network and spot radio, magazines and farm papers are included in the Standard Advertising Register's 28th edition now completed. Agency and media information including personnel and data on more than 11,000 national advertisers is in the register.

ANOTHER Reason Why WSAI has EXTRA SELLING POWER in GREATER CINCINNATI

WSAI leads all local stations combined in successful program production . . . with the city's three outstanding sports authorities . . . its most prominent department store personalities . . . its most popular name orchestras and singers . . . its most widely known women's program personalities . . . its most comprehensive news service. Your brand name combined with a WSAI personality makes it a buy-word across the sales counters in Cincinnati.

WSAI

THE CINCINNATI STATION OF ASSURED SALES ACTION

Basic Blue Network . . . 5,000 Watts Day and Night

National Reps . . . SPOT SALES, INC. . . . New York . . . Chicago . . . San Francisco

"Your Western New York Salesman"

WHAM

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

DO YOU KNOW THE ANSWER ?

(Copyright 1943, W. E. Long Co.)

WEEI,	Boston, Mass.
WISR,	Butler, Penn.
WBBM,	Chicago, Ill.
WCFL,	Chicago, Ill.
KVOR,	Colorado Springs, Colo.
KLZ,	Denver, Colo.
KFJZ,	Fort Worth, Texas
WHJB,	Greensburg, Penn.
WSAZ,	Huntington, W. Va.
WAVE,	Louisville, Ky.
WMAN,	Mansfield, Ohio
WISN,	Milwaukee, Wisc.
KTRB,	Modesto, Calif.
KDON,	Monterey, Calif.
WKPA,	New Kensington, Penn.
WDSU,	New Orleans, La.
WOV,	New York, N. Y.
KOY,	Phoenix, Ariz.
WCAE,	Pittsburgh, Penn.
WPAY,	Portsmouth, Ohio
KGHF,	Pueblo, Colo.
KQW,	San Jose, Calif.
KGDM,	Stockton, Calif.
KVOA,	Tucson, Ariz.
WMBS,	Uniontown, Penn.
WJPA,	Washington, Penn.
KROY,	Sacramento, Calif.

FOUR MORE STATIONS STARTING SOON

ASK ANY STATION LISTED ABOVE

Write, wire or call

The W. E. Long Co.
155 NORTH CLARK STREET
CHICAGO, ILLINOIS

Keep Copy Out of Trouble

(*Continued from page 11*)

"* * * What this label means; and you are to test that out by taking the language of it and imparting to that language the meaning of the words singly and together that would be conveyed to you as ordinary men; not as men who are skilled in medical, chemical, or pharmaceutical science, capable of making nice distinctions or nice discriminations, but rather the meaning that comes to you as ordinary men unskilled but seeking, we will assume, some sort of remedy or remedial help for the afflictions that flesh is heir to. Now in that connection you should examine this language in the light of the purpose of the law which is to protect humankind against the consequences of human weakness, frailty, credulity or the disposition to believe or of human gullibility. You should examine it in the light of the disposition of the ordinary humankind to wish to believe in the potency of remedial agents to relieve them from ills from which they are actually or conceivably suffering." N. J. 5906 D. C. E. D. Wis. 7/15/16. U. S. v. Bethesda Natural Mineral Springs Co.

Intention to Deceive

The following decision, I believe, goes still further to explain the effects of statements that may be false. The Court considers them a waste of printer's ink if they are not intended to deceive the reader.

"It seems to us that words 'recommended in the treatment of Bright's disease, etc.' could only mean that the use of the water in the treatment of the diseases named would effect a cure or alleviation of such diseases, otherwise why recommend it? Unless this means that the water did contain elements or ingredients which would alleviate or cure the diseases named, when taken according to the directions * * * it was a waste of printer's ink. Would not anyone suffering from any one of the diseases named understand that by the taking of the water his ailment would be alleviated or cured by reason of the ingredients contained in the water? It seems to us that he would. Treatment would only be taken with a view to alleviation or cure, and a water possessing elements or ingredients favorable to that end only would be recommended." 264 Fed. 79 N. J. 8701 Cir. Ct. Appeals 5th Cir., 3/18/20. Bradley v. U. S.

Necessity for Research

In my opinion the next decision points out clearly the necessity for research findings to substantiate the claims being made for medicinal products, since the manufacturer of a medicinal preparation is charged "to have superior knowledge":

"Persons who make or deal in substances or compositions alleged to be curative are in a position to have superior knowledge and may be held to good faith in their statements." 239 U. S. 510 N. J. 4816 U. S. Supreme Court 1/10/16. U. S. v. Eckman's Alterative.

Professional Authority

Many pieces of advertising refer to doctors, dentists and nurses, and the following language gives first, a statement from the manufacturer's labeling, and then the court's very definite views on the use of these words.

"'We have received many letters from physicians reporting'—followed by what is represented to be the substance of such reports, which admittedly would tend to engender a belief to persons suffering from diabetes or Bright's disease that the use of the drugs would likely afford them relief. Unless we discredit their mental competence, such, we must presume, was the intent and expectation of the proprietors. * * * But if, as alleged, the drugs are worthless the proprietors cannot escape responsibility by hiding behind the phrase 'the doctors say'. Couched in such language undoubtedly the printed matter makes a more persuasive appeal to the credulity of sufferers from these diseases than if the representations thus implied were made directly upon the authority alone of the proprietors, and for that reason they are not less but more obnoxious to the law." 33 Fed. 2nd Series 506, N. J. 16387 Cir. Ct. App. 9th Cir., 7/1/29 U. S. v. Fulton's Comp.

A Summary Decision

The effects of all of these decisions are summed up, I believe, in the following decision. It shows the results that may ensue if products are labeled and advertised in a false and misleading manner:

"The danger and injury to the public from this character of advertisement is, however, considerable, in that it induces persons to rely in serious cases upon a preparation without healing virtue when but for this reliance they would no doubt secure proper advice and treatment for the ills which affect them." 267 Fed. 7[illegible] N. J. 8360 Dis. Ct. S. Tex[illegible] 10/4/18, Cir. Ct. App. 5th Cir. 7/16/20. U. S. v. Texas Wonder.

Evidence to Substantiate

We feel that the manufacturer should, as we have stated, base his labeling and advertising upon the facts. In other words, he should have evidence to substantiate all of the claims that he is making for his preparation. With such information available he should not change the labeling or advertising at the whims of some Federal or State enforcing official, but should "stand his ground".

You will realize that the responsibility rests squarely upon the shoulders of each individual manufacturer to produce the facts concerning his product, and also upon the advertising agency to see that the copy it prepares is based upon the facts, and that it is in good taste. Many pieces of advertising that we see are such that they cannot be considered as anything but in good taste. In fact, in many instances I believe such copy has a tendency to detract from the sale of a preparation rather than promote it.

Welcome AMIGO!
We cordially invite you, Mr. American Advertiser, to try our network facilities and cover a promising market. 70 leading radio stations ready to serve you in Mexico.
RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM

TO FILL WAR JOBS, the [illegible] Drydock Co., shipbuilders of [illegible]land, Cal., turns to radio. Ralph [illegible] Brunton (left), general manager of KQW, has announced the company's purchase of *Ten O'Clock News*, written and announced by Carroll Hansen (center), aired Sunday through Fridays at 10 p.m. (PWT). Ship company representative is Glenn R. Dolberg (right), executive assistant to the personnel director and active for many years in Pacific Coast radio.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Co.

U. S. Rubber on CBS

(Continued from page 9)

Kaney is slated to appear on the first of these features, titled "Our American Scriptures", but this was not definite the end of last week.

Concerts by the Philharmonic have been broadcast on a sustaining basis on CBS since October, 1941, although the network some years ago offered the Philharmonic concerts to a group of leading department stores throughout the country. It is the oldest musical organization in this country and the third oldest in the world.

Decision by the New York Philharmonic-Symphony Society to permit commercial sponsorship of its orchestra indicates that the trouble between the Society and Local 802 of the American Federation of Musicians over the dismissal of some of the Philharmonic's musicians by Dr. Rodzinski has been settled. Formal notice that the new director of the group would not have to face the union trial, scheduled for May 6, was issued him April 27.

Last Program on CBS

U. S. Rubber's last network radio program was titled *99 Men and a Girl*, featuring Raymond Paige and a 99-piece orchestra, and broadcast on CBS in 1939 as a Friday evening half-hour series. Since that program was discontinued, the company, through its agency, Campbell-Ewald Co., New York, has been concentrating on institutional newspaper advertising.

Last week, the Bureau of Advertising of the ANPA called special attention to the company's recent ads, with particular emphasis on "*The Empty Room.*" A special report issued by the Bureau with U. S. Rubber ads as examples, points out that "the people's unprecedented interest in institutional advertising has given industry its greatest opportunity to build public understanding and goodwill."

Coincident with the announcement of the U. S. Rubber contract, CBS last week compiled a list of the symphony orchestras which it has broadcast under sponsorship as far back as January, 1931. At that time, the Detroit Symphony was presented by Graham-Paige Corp., and subsequently from the fall of 1934 to the spring of 1942 by the Ford Motor Co. The Philadelphia Symphony was sponsored on CBS in 1931 by AT&T, until 1933 by Philco Corp., and during the season of 1933-34 by Liggett & Myers Tobacco Co. The following year, CBS carried broadcasts of the Minneapolis Symphony under sponsorship of General Household Utilities Corp., and in 1936 presented the Pittsburgh Symphony for Pittsburgh Plate Glass Co. In 1936-37, a group of American banks sponsored the Philadelphia Symphony again, and from the fall of 1940 to the spring of 1941, Libby-Owens-Ford Glass Co. presented the Chicago Women's Symphony on CBS.

COOKING UP FAREWELL PARTY for W. Donald Roberts, new CBS western sales manager, these "chefs" gaily posed with "Cowboy" Roberts in New York just before he left for his new offices in Chicago. Left to right are Joseph H. Ream, CBS vice-president and treasurer; H. V. Akerberg, CBS vice-president in charge of station relations; Paul M. Hollister, CBS vice-president in charge of advertising and sales promotion; Linnea Nelson, timebuyer of J. Walter Thompson Co., New York; William C. Gittinger, CBS vice-president in charge of sales, and Allyn Jay Marsh, CBS assistant sales manager.

WREC's 5,000 Watts

Through error in a page advertisement of Broadcasting Station WREC, Memphis, Tenn., published in a recent issue, the station's power was wrongly listed as 500 watts. It should have read 5,000 watts. WREC, one of the South's leading stations, has operated on 5,000 watts, day and night, for the past several years. It is owned and operated by Hoyt B. Wooten, one of the country's pioneer broadcasters.

New Squib Show

WITH PURCHASE of the Sunday, 8-8:30 p.m. period on CBS, E. R. Squibb & Sons, New York, will discontinue *Keep Working, Keep Singing, America*, heard on CBS Monday, Wednesday and Friday, 6:30-6:45 p.m. Firm will retain Walter Cassel Singer, and the general morale-building character of the present series for a new production, scheduled to start June 13. Talent line-up and other details are not yet available, pending Washington approval of the morale aspects of the program. Agency is Geyer, Cornell & Newell, New York.

Grape Nuts Spots

GENERAL FOODS Corp., New York, is lining up a spot campaign for Grape Nuts in the Denver and Minneapolis areas, and for Grape Nuts Flakes in the New York region. Further details are not available pending completion of plans. Agency is Young & Rubicam, N. Y.

EXCLUSIVE
COVERAGE
AUDIENCE
PROGRAMS
KTFI
TWIN FALLS, IDAHO
NEAREST STATION
100 MILES
— N B C —

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
SPOT SALES, INC.

HIGH IN LISTENER RATING
WATL
ATLANTA
LOW IN RATES
MBS
WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*
If you want to cover Atlanta at lowest cost, put WATL on your list.
Represented by
SPOT SALES INC.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 1 to MAY 7 INCLUSIVE

Decisions . . .

MAY 5

WJHO, Opelika Ala.—Granted vol. assignment license from Yettal G. Samford, C. S. Shealy, Thos. D. Samford Jr., J. H. Orr d-b as Opelika-Auburn Broadcasting Co., to Yetta G. Samford, C. S. Shealy, Thos. D. Samford Jr., d-b as Opelika-Auburn Broadcasting Co., newly formed partnership d-b under same name as assignor and present licensee. Assignee proposes to pay J. H. Orr, the retiring partner, $3,150 for his 25% interest in the licensee partnership.

KSWO, Lawton, Okla.—Denied special service authorization operate unlimited to Aug. 1, 1944.

W39NY, Cincinnati—Granted license cover CP, as mod., in part.

W8XO, Cincinnati—Denied rehearing directed against Commission order of Dec. 29, 1942, dismissing application for license renewal and denied petition to dismiss without prejudice application for license renewal.

WWPG, Lake Worth, Fla.—Granted mod. license to change designation of station from Lake Worth to Palm Beach, Fla.

May 6

WSJS, Winston-Salem—Granted license cover CP as mod., for new equipment, DA-D-N, change frequency, etc.

W9XMB, Chicago—Granted mod. CP as mod., authorizing new ST station, extension completion date.

WSAY, Rochester, N. Y.—Granted mod. CP as mod., authorizing change frequency, power increase, DA-D-N, new transmitter, etc.

Applications . . .

MAY 1

King-Trendle Broadcasting Corp. Detroit—CP new FM station on 47300 kc., coverage 6750 sq. mi. (Formerly W73D). CP new FM station on 46900 kc., coverage 5300 sq. mi. (Formerly W69GR).

MAY 4

Blue Network Co., New York—Extension of authority to transmit programs to CFCF and CBL and the Canadian Broadcasting Corp.

WLOL, Minneapolis—Transfer control from Beatrice L. Devaney, executrix of estate of John P. Devaney, David J. Winton and Charles J. Winton Jr., to Ralph Atlass (972 shares common stock).

Tentative Calendar . . .

WKBZ, Muskegon, Mich.—Mod. license for 1450 kc., 250 w., unlimited (May 10).

KDYL, Salt Lake City—CP 880 kc. 10 kw., unlimited, DA-D-N.

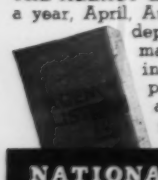
ORDER NOW . . . NEW 1943
Standard Advertising Register

In these days of rapid fire shifts, the new 1943 Standard Advertising Register and Service will keep you abreast of these changes.

The Register lists over 11,000 national and sectional advertisers. It gives the executive personnel of each including advertising manager, sales manager, buyer of printing. It shows the agency or agencies placing the account, territory covered and types of media used. In fact, it gives all information necessary to effectively solicit the advertiser or agency either by mail or in person.

• • •

THE AGENCY LIST—issued three times a year, April, August and December. A dependable source of information on 1600 advertising agencies with their personnel, recognition and the 30,000 clients they serve.



NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York — 333 N. Michigan Ave. Chicago

Network Accounts

All time Eastern Wartime unless indicated

New Business

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive), on May 29 starts *The Million Dollar Band* on 140 NBC stations, Sat., 10-10:30 p.m. and on May 28 shifts Bill Stern's *Sports Newsreel of the Air* (Colgate shave cream), on 126 NBC stations, Sat. 10-10:15 p.m. to Fri., 10:30-10:45 p.m. on 68 NBC stations. Agencies: Sherman & Marquette, Chicago (shave cream), and Ted Bates Inc., New York (Palmolive).

GILLETTE SAFETY RAZOR Corp., Boston, on Sat., May 8, 10 p.m., sponsored the Benu-Jack-Private Johnny Greco bout on 212 MBS stations, and on Fri., May 21, 10 p.m. will sponsor Beau Jack vs. Bob Montgomery on 212 MBS stations. Agency: Maxon Inc., N. Y

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on May 2 replaced *Aunt Jemima* on 35 CBS stations, Sun., 2:55-3 p.m. with *The Muffet Show*, adding 4 CBS stations (WMBD WRVA WWL WGST), making a total of 37 CBS stations. Agency: Sherman K. Ellis Co., Chicago.

CHEF BOY-AR-DEE Quality Foods, Milton, Pa., on May 3 started Boake Carter for 13 weeks on 5 MBS stations (WFIL WOL WCAE WCLE WGN), Mon., Wed., and Fri., 12 Noon-12:15 p.m. Agency: McJunkin Adv., Chicago.

BIBLE INSTITUTE, Los Angeles (religious), on May 3 started for 52 weeks, *Dr. Lewis D. Talbot*, on 14 Don Lee California stations, Mon. thru Fri., 11-11:30 a.m. (PWT). Agency: Smith & Bull Adv. Los Angeles.

BEN HUR PRODUCTS Inc, Los Angeles (coffee), on April 30 added 2 Ariz. stations (KOY KTUC) to *Hollywood Showcase* on KNX, Friday, 6-6:30 p.m. (PWT), making a total of 3 CBS Western stations. Agency: Barton A. Stebbins Adv., Los Angeles.

"We like the scripts ...we like the ideas... we like the program"
WAGM

• If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Three Join CBS

PAUL HITLIG, CBS technician since 1934, has been named to the WABC, New York, engineering staff, as assistant supervisor of the studio technical group. He assists D. Vorhes, acting studio supervisor. Others to join the technical operations staff are Samuel J. Lawrence, formerly of WHOM, Jersey City; Louis Murray, formerly of WAZL, Hazleton, Pa. and Marshal Serrano, recently of Western Electric Co.

KELLOGG Co., Battle Creek, Mich. (Pep), on May 3 starts for 52 weeks, unit of *Breakfast at Sardi's*, on 133 BLUE stations, Mon. thru Fri., 11:15-11:30. Agency: Kenyon & Eckhardt, N. Y.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on April 30 adds 6 California and Arizona stations (KQK KROY KGDM KARM KOY KTUC) to *Hollywood Showcase* on KNX, Friday 6-6:30 p.m. (PWT), making a total of 7 CBS stations. Agency: Barton A. Stebbins Adv., Los Angeles.

Renewal Accounts

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 10 renews for 52 weeks, *Dick Joy—News*, on 7 CBS Pacific stations, Mon. thru Sat., 7:30-7:45 p.m. (PWT). Agency: Franklin Bruck Corp., N. Y.

Network Changes

E. I. DU PONT NEMOURS Co., Wilmington, Del. (institutional), on April 26 shifted *Cavalcade of America* on 61 NBC stations, Mon., 8-8:30 p.m., with West Coast repeat, Mon., 8:30-9 p.m. (PWT), from New York to Hollywood for four weeks, BBDO, N. Y.

BARRASOL Co., Indianapolis, on April 26 shifted *Singin' Sam* from Tues. and Thurs., 8-8:15 p.m. to Mon. and Wed., 8:15-8:30 p.m. on 55 MBS stations. Agency: Erwin, Wasey Co., New York.

GENERAL FOODS CORP., New York (Grapenuts Flakes, Grape Nuts, Wheatmeal) on June 6 replaces for 17 weeks *Jack Benny* on 133 NBC stations, Sun., 7-7:30 p.m. with *Those We Love*, currently on 11 CBS stations, Sun., 2-2:30 p.m. Agency: Young & Rubicam, N Y.

GENERAL ELECTRIC Co., Schenectady (institutional), on May 29 discontinues Frazier Hunt's news program on 60 CBS stations Tues., Thurs., and Sat., 6-6:15 p.m. Agency: Maxon Inc., N. Y.

SOCONY-VACUUM Oil Co., New York (petroleum products), on May 31 replaces for three weeks Raymond Gram Swing with Maj. George Fielding Eliot on 124 BLUE stations, Mon. thru Thurs., 10-10:15 p.m. Agency: Compton Adv., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., on June 6 renews *Dear John* on 66 CBS stations, Sun., 6:15-6:30 p.m. Agency: H. W., Kastor & Sons Adv., Chicago.

WBBM, WLS Selected

ALL YEAR CLUB of Southern California Ltd., Los Angeles (promotional), in a 6-week campaign which starts May 17, will sponsor a weekly quarter-hour evening dramatized program, *Playground at War*, on WBBM and WLS, Chicago. Hedda Hopper, Hollywood radio commentator and columnist, is narrator of the series. Foote, Cone & Belding, Hollywood, has the account.

in the CONTROL ROOM

MARVIN ARMSTRONG, KGNC Amarillo, transmitter supervisor, is now a second lieutenant in the Signal Corps, stationed temporarily at Ft. Monmouth. Bob Armstrong, master control chief, has replaced his brother Marvin at the transmitter.

DONALD F. LANGHAM, former engineer of WFBL, Syracuse, has been commissioned a second lieutenant in the Army. He reports for duty May 5.

CAROL RODER has taken leave of absence from the engineering staff of KYW, Philadelphia, to accept a commission as Lieutenant in the Army Signal Corps.

R. L. LEE, chief engineer of WJPF, Greenville, Miss., has been inducted into the Army and sent to Camp Shelby, Miss. Percy Lee Kuhn, transmitter operator, was to report to the Army May 7.

CHARLES A. CARY, former transmitter engineer of WJDX, Jackson, Miss.; Edward J. Conture, studio engineer of WDLP, Panama City, Fla., W. J. Mahoney, transmitter engineer of WIBC, Indianapolis, have joined WLW-WSAI, Cincinnati.

WALT WILSON, veteran engineer of KYW, Philadelphia, is father of a boy.

H. DUKE HANCOCK, former assistant manager of KGFJ, Los Angeles, has been made chief engineer in charge of technical operations.

ARTHUR G. PECK, studio engineer of WCCO, Minneapolis-St. Paul, has resigned to become a member of the Airborne Instruments Labs. of Columbia U. on Long Island. Mr. Peck has also acted as technical supervisor for Beck Recording Studios of Minneapolis and was secretary-treasurer of the Twin City chapter of the Institute of Radio Engineers.

FRANK GENEREAU has joined the transmitter staff of WSNY, Schenectady.

NBC 10-Year Club

SECOND of the NBC "Executive Group" dinners was held last Wednesday night at the Hotel Waldorf-Astoria, New York. Highlight was a salute to 452 10-year employes of the network. Total personnel is 1,250. Of this 452, 235 are in the network's New York headquarters and attended the dinner and received scrolls and insignia denoting their years of service. Plans were made for formation of "10-year" clubs by other branches of NBC.

Shaw In Australia

JOHN W. SHAW, who left the directorship of the radio department of Henri, Hurst & MacDonald Inc., Chicago, to join the Red Cross Field staff, arrived last week in Australia where he will take over Southwest Pacific Red Cross radio operations.

"FOUR YEARS OF SPONSORSHIP"
And audience monopoly over **WQAM** for
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Combination Announcer-Operator — (First or second class.) Able read news. Your present pay for forty hours with guaranteed pay for minimum of forty-eight. Network station in Rocky Mountains. Box 616, BROADCASTING.

CHIEF ENGINEER-ANNOUNCER — New and one of the very best small town independent locals wants good man who desires mild, high, dry climate of Southwest. Permanent connection starting at non-inflation salary. Full details, salary, first letter. KFUN, Las Vegas, New Mexico.

Aggressive Draft Deferred Salesman—Wanting position with opportunities for advancement. Wanted by 5 k.w. regional network station. Box 596, BROADCASTING.

Operator-Announcer—With first class license for Oregon 250 Watt independent station. Give information and salary desired. Box 597, BROADCASTING.

Experienced Sports and News Announcer—For midwest station. State minimum salary and experience in replying. Box 603, BROADCASTING.

Announcer—Network affiliate in Washington-Baltimore area needs experienced announcer to act as chief announcer and assist with programs. Permanent position, modest salary until worth proven. Give age and draft status. Box 606, BROADCASTING.

Recording Engineer — For Transcription Studio. State Experience. Draft Status, Salary. United Broadcasting, 201 N. Wells St., Chicago

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 595, BROADCASTING.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 610, BROADCASTING.

Announcer at Once—Permanent; give ability, draft status. Box 607, BROADCASTING.

Wanted Immediately—Licensed radiotelephone operator. Permanent position for qualified man. I.B.E.W. pay scale. Excellent opportunity for future advancement. Good living conditions. Inquire KROY, Sacramento, Calif.

Announcer—Experienced, for network station located in large metropolitan area in New York State. Send transcription and details in letter. Draft status, and salary. Box 613, BROADCASTING.

Radio Engineer Wanted—By 250 watt Southern Station. Must have first-class radio-telephone license. Steady position —good salary. Also have opening for young man with restricted license. Write giving full details. WSKB, McComb, Mississippi.

Situations Wanted

Engineer—9 years background, age 29, married, 4-F. Now engineer 10 Kw Regional. Desires Chief Engineer or Engineer with major network. Box 615, BROADCASTING.

Organist—Now available with or without own Hammond organ. Age 24, union, 4-F, single. Has been Musical Director of mid-west network station. Write Box 611, BROADCASTING.

Second-Class Engineer—With eight months' experience and limited announcing experience available immediately. Married, classified 4-F. Write or wire Box 612, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER-PROGRAMMER — Desires connection with Southern coastal station. Ten years in the business, wide-awake, capable, efficient. Excellent references. 1-C. Details on request. Box 599, BROADCASTING.

All-Around Radio Woman—Good ideas. Warm friendly voice, personality. Announcer, writer, producer, commentator, planner, salesman. Southwest preferred any reasonable offer accepted. Box 604, BROADCASTING.

Announcer-Salesman—Who can write copy. South. No draft. Box 594, BROADCASTING.

ANNOUNCER; NEWSCASTER—4-F. Now with regional affiliate. Versatile; dependable; can take responsibility. College background. Eastern location preferred. Box 598, BROADCASTING.

ANNOUNCER — Draft deferred. Experienced on studio commercials, newscasts, special events. Available May 15. Edward Jaeger, WCLO, Janesville, Wis.

Program Director—Up to 1 KW, announcer over that—local or network. Four-F, married, three children. Desire change to station paying good living wages. Prefer Midwest. *I can satisfy.* Box 600, BROADCASTING.

Available Now—Man. Twelve years' experience Commercial and Station Management. Enviable record of personal sales in Network, National Spot and Local Fields. Desires Commercial Management position that will permit of greater opportunities for exercise of proven sales ability. Income. Five Thousand plus. Best references. Draft exempt. Box 601, BROADCASTING.

Producer-Announcer — Answer this. Three years' production and acting experience. Handle commercials limited news, ad lib. Young man and 4-F. BILL WALLACE, 619 N. Columbus St., Alexandria, Virginia.

Top-Notch Radio Writer—Network shows. Desires position in news or continuity department radio station. Preference West Coast. 4-F draft. Victor Dodge, 909 E. River Road, Minneapolis, Minnesota.

First Class Engineer—Ex-Army operator. John Gann, 2310 Pine, Little Rock, Arkansas.

Continuity Writer—Young woman with writing and producing background in radio at large metropolitan and out-of-town stations. Unusually capable, desires position where original ideas can be used. Can pitch in as secretary. Box 605, BROADCASTING.

Attention: Station Reps.—Man. Ten years' Radio Sales Experience, Network and National Spot. Desires position Sales Staff Station Representative. Best references. Draft exempt. Box 602 BROADCASTING.

Wanted to Buy

Sales Manager—Desires part interest, or to buy small radio station. Box 614, BROADCASTING.

LOCAL STATION—Responsible party. Replies confidential. Send full particulars. Box 593, BROADCASTING.

Field Intensity Measuring Equipment—Federal preferred, but what have you? Radio station WAKR, Akron, Ohio.

Hammond organ and speaker—Must be in excellent condition. Also interested in Novachord. Box 609, BROADCASTING.

Bishop's News Views

EPISCOPAL CHURCH, Los Angeles, on May 29 starts sponsoring a weekly quarter-hour late afternoon news commentary, *A Churchman Views the News*, on KMPC, Beverly Hills, Cal. Featuring the Rt. Rev. William Bertrand Stevens, Episcopal Bishop of Los Angeles, the non-sectarian series will utilize UP as well as religious news services. It is believed to be the first time a Christian Bishop has used radio regularly to address his diocese. Contract is for 52 weeks, through Little & Co., Los Angeles.

Food Hour Stays On

WITH THE problems of gardening and home canning growing in importance to the nation's welfare, Alfred W. McCann has decided to continue his five-times weekly *Pure Food Hour* on WOR, New York, throughout the summer months. Helpful advice on raising and preserving foods is a feature of the program, which has some 10 participating sponsors. Mr. McCann also announced that he will conduct a campaign this summer in collaboration with the Farm Labor division of the War Manpower Commission to enlist the voluntary services of men, women and children to harvest crops.

500th Milestone

THE 500th network broadcast of *National Barn Dance*, sponsored by Miles Labs., Elkhart, Ind., on NBC Saturdays 9-9:30 p.m., was observed Saturday, May 1, with a special celebration for the cast, following the broadcast, at the Saddle and Cycle Club, Chicago.

PROFESSIONAL DIRECTORY

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An Organization of
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Dedicated to the
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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

DON C. WALLACE
Radio Field Engineer
Representing Eastern Radio Manufacturers in the Western Territory
4214 Country Club Drive (W6AM)
Long Beach, Calif. Phone 434-39

BUY WAR BONDS!

Workable Plan or Permanent Stalemate Seen Result AFM-Disc Meeting, May 11

WHEN the executive board of the AFM and representatives of the transcription industry resume their conversations tomorrow afternoon, (May 11) it is with the understanding that the discussions will continue until they have either evolved a mutually satisfactory plan whereby AFM members will again be available for employment on transcriptions or the conferees are satisfied that they have reached a stalemate which further negotiations cannot possibly resolve.

Last month, when the AFM board met with transcribers and makers of phonograph records and agreed that because of the diverse natures of the two types of recording business separate negotiations should be conducted with each group, a single session between the union and the phonograph recorders was sufficient to convince both sides that further discussions would be fruitless [BROADCASTING, April 19]. A subsequent meeting of the AFM board with the transcribers, however, concluded on a more optimistic note and both sides have expressed the feeling that they may well be able to reach an agreement permitting the union to rescind its ban on the making of transcriptions by AFM members [BROADCASTING, April 26].

No specific terms or even general plan of settlement have been advanced by either the AFM or the transcribers, following the definite rejection by the entire recording industry committee of the AFM proposal for a flat fee to be levied on each recording with the money to be utilized for a union unemployment fund [BROADCASTING, March 1]. The transcribers in resuming negotiations with the union have not changed their attitude on this point, a stand which the broadcasting industry has upheld through a resolution adopted at the recent NAB War Conference in Chicago [BROADCASTING, May 3].

If no alternative solution is reached in this week's discussions, the War Labor Board may be asked to resolve the impasse. The Federal Court in Chicago, in denying the Department of Justice's suit for an injunction against the AFM, ruled that the issue was a labor dispute, a decision which was upheld by the Supreme Court, so that an appeal to the WLB is appropriate.

A breakdown in union-transcriber negotiations would probably result in a resumption of the hearings by the Senate subcommittee appointed to investigate the recording ban. Hearings were recessed in January following the testimony of James C. Petrillo, AFM president, in which he promised the committee that the union would submit a definite proposition to the recorders. Committee Chairman Sen. D. Worth Clark (D-Ida.) has stated that the committee will remain recessed during negotiations, but that if no plan of settlement were worked out within a reasonable time, action would be taken, possibly by a direct appeal to President Roosevelt to use his wartime powers to order the union to call off its ban on recordings for the duration, because of its adverse effect on the morale of both the civilian population and the members of the armed forces.

D. of J. Suit Waits AFM Negotiations

WHETHER the Dept. of Justice will file a third anti-trust suit against James C. Petrillo and his American Federation of Musicians, in the light of its action last month dismissing the pending proceeding before the Federal District Court in Chicago, depends upon the outcome of current negotiations between AFM and the recording and transcription industries.

Assistant Attorney General Tom C. Clark, successor to Thurman Arnold as head of the Anti-Trust Division, stated last week that the issues in the Chicago case had become more or less moot in the light of the pending industry negotiations. While the phonograph record manufacturers have broken off with Petrillo, the transcribers meet with him in New York tomorrow. If these negotiations rupture, and the public is deprived of recorded music by virtue of the Petrillo strike, it is presumed the Department will file a third bill of complaint. This, however, will depend upon the issues and the reasons for the failure to reach an accord.

The Government asked dismissal of the suit on April 28—the last day on which such action could be taken, since the AFM answer was then due. With the dismissal, the way was left open for the filing of a third action. The original suit, personally argued by Mr. Arnold, an avowed opponent of Petrillo's methods, had been dismissed last year by Federal Judge John P. Barnes on the ground that it constituted a labor dispute.

The second suit was dropped because it was felt the Government, at this stage, and as long as negotiations were in progress, could not prove that the AFM ban was invoked for the purpose of driving out of business small independent stations. While the ban has been in effect since Aug. 1, no station has gone out of business due to lack of recordings, because of the backlog of records and transcriptions built up in anticipation of the strike.

FIRST ANNUAL staff dinner of WOW, Omaha, witnessed unveiling of art for station's new letterhead. The design portrays Mercury, symbolizing "spirit of communications". When the work was unveiled by "Uncle Tom" Wallace, of Chicago, it turned out to resemble John J. Gillin Jr. (on right), general manager of WOW. Wallace, formerly vice-president of Russel M. Seeds Co., Chicago, a director of WOW Inc., served as toastmaster.

BUD FOSTER, speaking from KFAR, Fairbanks, Alaska, during the Alka-Seltzer *World News Round-Up* on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor.

Drawn for BROADCASTING by Sid Hix

"They Won't Work Unless They Hear 'Ma Perkins' at Lunch . . . and Our Radio Battery Is Dead!"

WPB Civilian Unit Gets New Power

McIntosh Programs to Guide Its Radio Plans, However

CREATION of the Office of Civilian Requirements, under Arthur Whiteside, Dun & Bradstreet president who was recently appointed WPB vice chairman, will not materially effect the operations of the Radio & Radar Division's foreign and domestic branch, it appeared last week, as Frank H. McIntosh and his staff proceeded toward adoption of a standardized program for civilian radio repair parts.

According to an order issued by WPB Chairman Donald M. Nelson the Whiteside organization is to have power to provide products and services to maintain civilian life. The order instructs industry divisions, such as the Radio & Radar Division, to provide Mr. Whiteside with information to enable him to determine requirements of consumer goods and services.

Free Hand

In actual practice, however, it appeared that the new Office of Civilian Requirements would continue to give Mr. McIntosh virtually free reign so far as radio was concerned. Oscar W. Meier, chief of the OCR branch dealing with radio, pointed out that, in the past the agency had depended on Mr. McIntosh because of superior technical information in his organization. Mr. Meier said he saw no reason why cooperation between the agencies should not continue along the same line.

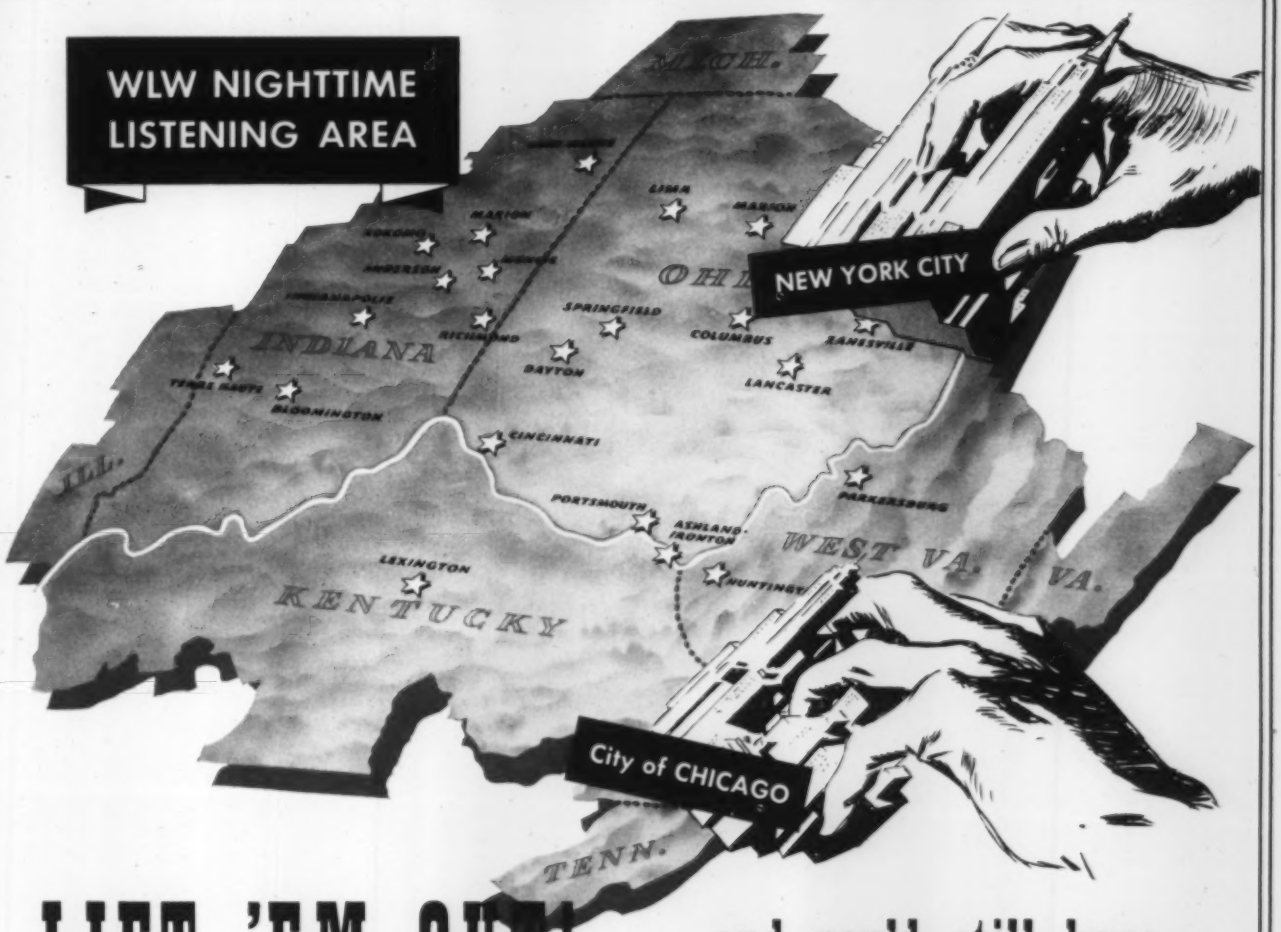
Mr. Meier explained that, in the past, OCR has accepted Mr. McIntosh's programs, and that this was likely to continue, although a representative of OCR would probably attend Radio & Radar Division meetings. The McIntosh unit will continue to serve broadcasters with parts and priority assistance.

In the Radio & Radar Division, meanwhile, the program to standardize maintenance and repair parts for home sets was nearing completion. Last week an order reducing the number of types of parts was being circulated, and early adoption appeared likely.

Under the order, manufacturers would be prohibited from making any parts other than those included in a list adopted by the American Standards Association at the request of WPB and OPA. The order would cover Dry Electrolytic Capacitors, Fixed Paper, and Mica electric Capacitors, and Power and Audio Transformers and Reactors. A similar standardization program for tubes is already in operation under orders from the Radio and Radar Division.

WWPG Now at Palm Beach

WWPG was last week granted permission by the FCC to change designation from Lake Worth to Palm Beach, Fla. WWPG operates on [illegible] kc., with 250 watts.



LIFT 'EM OUT!... and you'd still have $103,000,000 MORE Grocery and Drug Sales per Year

DELIVERING 47.7% OF THE NIGHTTIME LISTENING* in a market of 12,000,000 people, WLW gives you advertising dominance, and wholesale-retail acceptance, in a trade area which, in a year, buys $806,573,000 grocery and drug-store products. That is $103,000,000 MORE than are purchased by New York City's five boroughs and the City of Chicago, *combined*. (New York, $476,327,000; Chicago, $227,291,000.)†

**Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city.*

†Census of Business, 1939; U. S. Dept. of Commerce.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

• **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION